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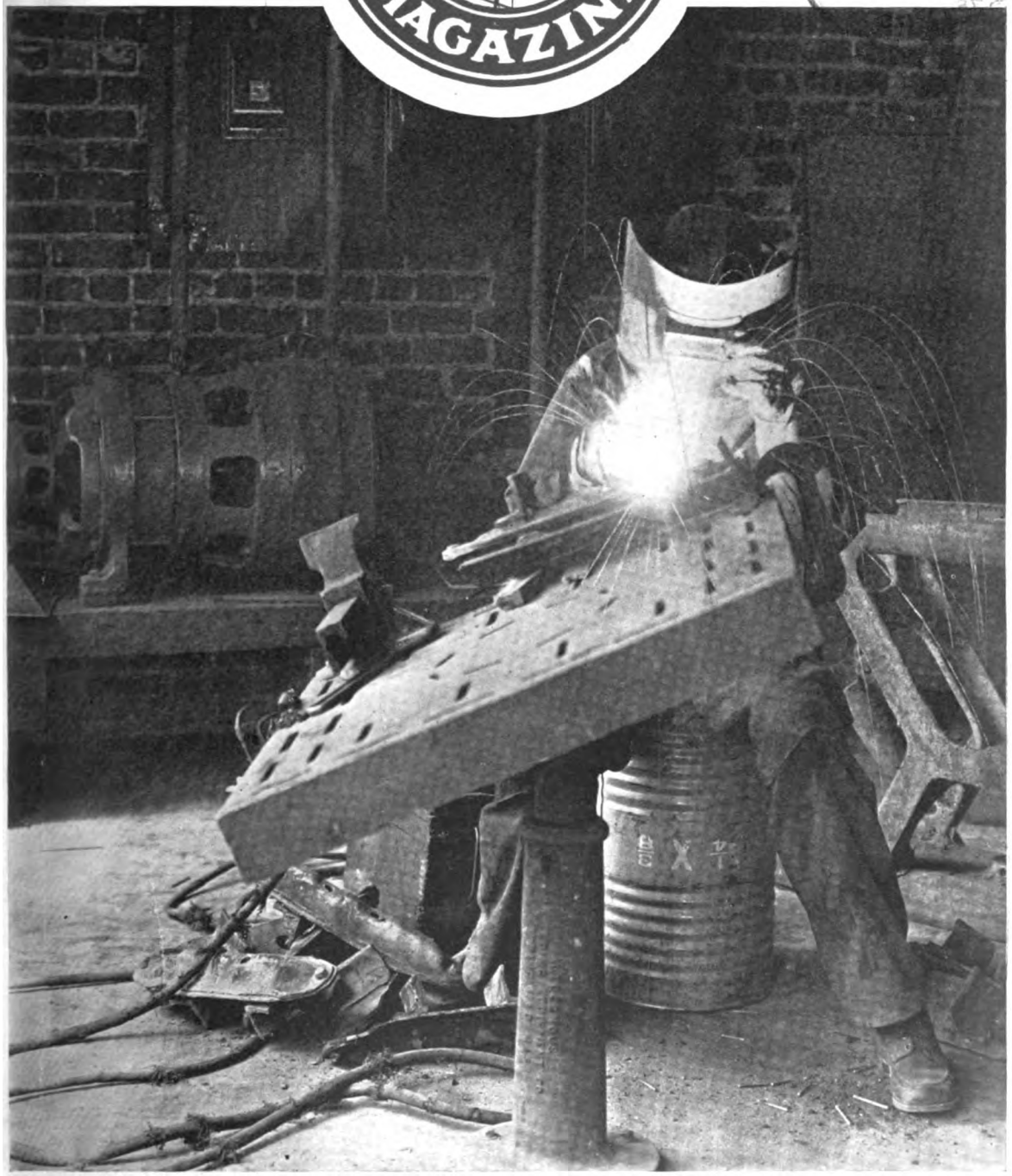

THE MODERN MAGICIAN.

January, 1925 PUBLISHED MONTHLY BY THE SAN JOAQUIN LIGHT & POWER CORPORATION **Price 10 Cents**

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UNIV. OF CALIFORNIA

San Joaquin Power Magazine

Published monthly by the San Joaquin Light & Power Corporation at Fresno, California, in the interests of Customers, Stockholders and Employees of the San Joaquin Light & Power Corporation.

VOL. VII JANUARY, 1925 No. 1

Fresno Fourth in Industry

Surpassed in Value of Manufactured Products Only by San Francisco, Los Angeles, and Oakland.

NEXT October, the city of Fresno will be forty years old. As a settlement, it is nearly fifty-three years old. In 1874, Fresno had but fifty-five buildings and a population of about 150. It was but a whistling post on the railroad. Sheep and cattle roamed the plains, while irrigation was but a dream. The wheat and barley fields depended entirely upon the rains. From any point in the town, the arid floor of the San Joaquin Valley stretched away without a break for untold miles. Millerton, on the banks of the San Joaquin River in the foothills, was the largest settlement in this section until 1872, and even later, when the Central Pacific railroad was completed to the new railroad townsite called Fresno. The name in Spanish means "White Ash Tree," given because of the shade trees, planted by Spanish explorers.

The coming of the railroad attracted settlers. A hotel, bar and dining room were moved from Millerton. Lumber for homes and buildings was scarce, so most of the town of Millerton was placed on wheels and slowly moved to the new railroad townsite, and Fresno began to grow.

THE HEART OF FRESNO AS SEEN FROM AIRPLANE.

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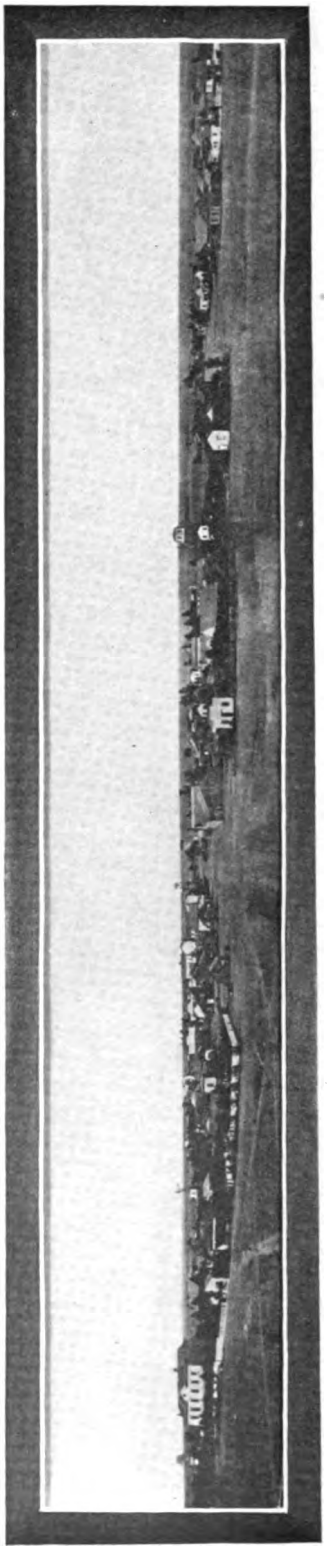
In October, 1885, the city was incorporated, claiming a population of 3,459. Those were the "good old days" of which the pioneers like to tell. But compare them with today! The population is now close to 75,000. The incorporated area of the city is more than eight square miles. The closely built-up district is more than twenty square miles, while the buying power of the city covers a much greater area. The skyline of the down-town district is comparable to any inland city on the Pacific Coast, and tied into this picture of modern achievement is a large and expanding manufacturing and wholesale section. What a change the hardy pioneers and their children have brought about!

The community is primarily an agricultural region. Irrigation, soil and climate have converted the desert of 1874 into the Garden of the Sun of today. Scores of modern cities are closely linked by railroads and highways with Fresno as a supply and trading center. Until about ten years ago, Fresno gave little attention or thought to the development of industrial plants and wholesale houses. As an industrial city it has shown most remarkable growth, and today ranks fourth in value of products in California, exceeded only by San Francisco, Los Angeles and Oakland. During this short period of development, manufacturing, in lines other than food products, has taken advantage of the wonderful population gains, railroad service, paved highways, and supply of raw materials near at hand.

Today the city has approximately 140 manufacturing plants, and a hundred wholesale houses. The average yearly value of their products is estimated at above $80,000,000. The extent of the industrial payroll is indicated by an estimate of more than $10,000,000 received by about 6,000 persons employed in these industries. This is considerable earning power from manufacturing alone for a city in the center of a farming community.

Eight different groups of manufacturing and wholesale businesses are served by two transcontinental railroads, with numerous eastern connections, eight branch lines and two independent feeder lines. The city is the terminus for nearly forty motor stage lines, handling passenger and freight traffic to every point in the San Joaquin Valley and extending to San Francisco, Oakland, Sacramento, Los Angeles and San Diego. The main state highway through the Valley, and hundreds of miles of paved county roads are largely responsible for this modern service.

Thus it will be seen that the metropolis of the fertile Garden of the Sun has, in a very short space of time, taken its place as the manufacturing giant of a rich valley having four hundred thousand population, seven and one-half million acres of tillable land, and three and one-half million acres of highly improved farms. As agricultural development in the San Joaquin Valley is still in its infancy, it is obvious that manufacturing, too, has a bright future.



Fresno in 1876. View from Court House looking west on Mariposa Street. The same view of the city today is shown at top of pages 16 and 17.

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Industries Are Magnet for Money

Many Factory Opportunities Attract Capital for Plants Needed in Fresno and Vicinity.

MANUFACTURING in the city of Fresno is divided into eight groups, each important in relation to its own investment of capital and value of its products. The leadership is held by food products with a total of $50,000,000 in yearly income. Wood products hold second place with $14,000,000, represented largely by lumber for construction purposes, mill work for homes and business buildings, and boxes for fruit. Metal products are third with $3,000,000. This includes automobile parts and accessories, castings, cooking utensils, machinery, pipe products, plated goods, structural materials and sheet metal.

MANY SMALL FACTORIES

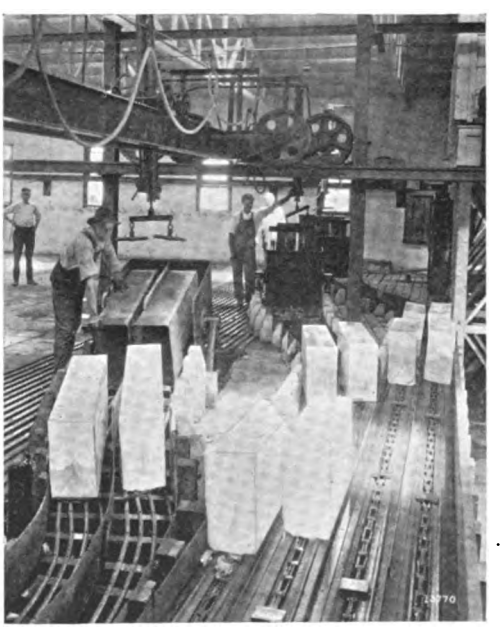
The industrial expansion of Fresno has attracted the investment of capital to small factories, of which there are forty or fifty, all doing business in a limited way, but with every prospect of a steady and healthy growth. For illustration, the Fresno Rug Works has a payroll of $10,000 a year, manufacturing from old rags $25,000 worth of rugs. These are sold in the city and valley, in about equal proportion. One small broom factory has sold $4,000 worth of brooms in one year, its payroll reaching $2,500. Eighty per cent of this product is sold in Fresno.

Two macaroni factories have for years been in operation. This is one of the pioneer industries. The investment has reached the surprising figure of $24,000, which is manufacturing $80,000 worth of macaroni a year, and having a payroll of $20,000. The city and valley provide a ready market for all of this output, sales being equally divided.

Three firms specialize in the manufacture of automobile tops, representing an annual business of $30,000, with a payroll of $13,000. Canvas goods, manufactured in Fresno into useful articles, have brought in a revenue of nearly $200,000 in one year, the payroll reaching $25,000, divided among four concerns. Their total investment is in the neighborhood of $75,000. This industry has expanded into a valley-wide business. In recent months a small factory has been manufacturing shoe polish, with bright prospects of eventually reaching into a much-sought-after market, the great American home. One of the unusual and most interesting of factory developments is the plant of the Pacific Aluminum Company, with an investment of $80,000. Its payroll has reached $15,000 in one year, with a production of cooking utensils valued at $40,000 during the same period. The modern equipment is operated by electricity.

LARGE ICE PLANTS

Three ice plants, conducting a wholesale and retail business and selling thousands of dollars worth of ice during the fruit season for use in keeping fresh fruits in good condition during the railroad journey eastward, represent a combined investment of a million dollars. The payroll averages $150,000 annually for the manufacture of ice sold to the public and fruit shipping companies. This yearly



Fresno is a heavy consumer of ice for domestic purposes and for fruit shipping. The ice plants are among the most efficient in the state.

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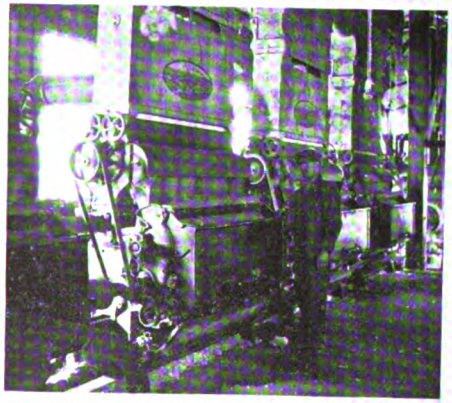
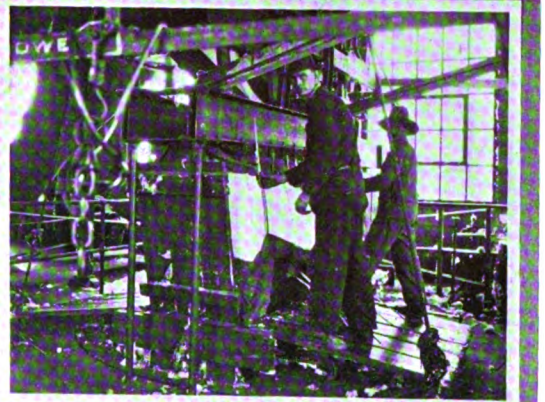
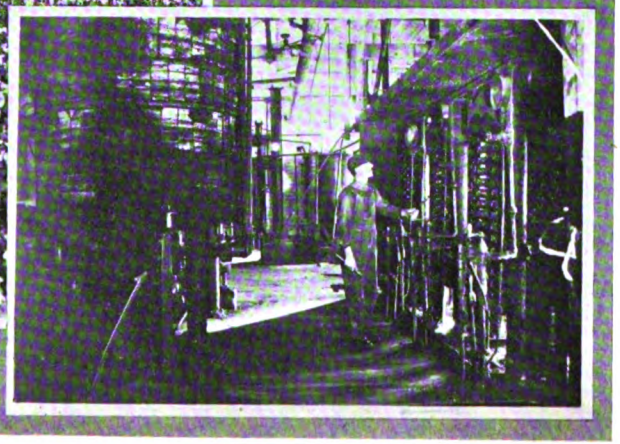


King Cotton Has Conquered Vast San Joaquin Valley Empire

Left and right.—Ginning and baling cotton in Fresno.





Left.—Taking cotton samples for State grading.

Right.—Pressing cotton seed oil is extensive and growing industry in San Joaquin Valley.

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output is valued at a half million dollars. The extent of the ice making industry is indicated by the combined floor space of 125,000 square feet. The three plants are entirely operated by electricity, including the conveyors on the loading platforms above the railroad tracks.

AN ICE CREAM CENTER

The population of the city and valley has consumed as much as a half million dollars worth of ice cream, manufactured in Fresno, in twelve months. While most of this was consumed during the warm weather months, a year-round market is rapidly being developed through advertising. Two ice cream factories, using valley dairy products, have a yearly payroll of $140,000, paid to 125 employees. The ice cream market for Fresno brands is evenly divided between the city and valley.

Two coffee roasting plants do an annual business of $200,000. Their payroll has grown to $18,000. Sixty per cent of the canned coffee is sold outside the city, mostly in markets of the valley. Seven firms bottling soft drinks employ sixty persons, receiving annually $50,000 in wages, and producing products valued at $300,000 in one year. Three candy manufacturers do a business yearly amounting to $80,000, and add $25,000 to the industrial payroll. All of this candy is sold in Fresno. Eight bakeries do a million dollar business, the number of employees being as high as 150, and the payroll reaching $200,000. All but thirty per cent of this bread is eaten in the city.

In the construction material line, two brick and clay yards, two concrete products companies, and two crushed rock and sand concerns have sold in one year as much as a million dollars worth of products. During this period the payroll has been a quarter of a million dollars to 200 employees. The demands in all portions of the valley are supplied.

AUTOMOBILE FIELD

In the automobile field, two plants have made a signal success of baking enamel on fenders and bodies by the oven process. The demand for this class of work is said to be growing daily. Other small factories have specialized in the manufacture of automobile replacement parts and accessories, a field that seems to offer unusual opportunities. Seven concerns have entered this class of work, giving employment to 125 men and boosting the industrial payroll $170,000. The volume of business in one year has reached the surprising total of a half million dollars, representing in many instances rebuilding jobs on passenger cars and trucks. Four welding firms have been kept busy, welding by electricity almost any broken part of a motor car. The parts replacement industry has given employment to 150 men.

The use of sheet metal for building purposes is best illustrated by the annual value of $300,000 for the products from seven firms having a yearly payroll of $70,000. Castings in five machine shops have brought in as much as a quarter million dollars in one year, the payroll to a hundred men reaching $140,000.

COTTON BY-PRODUCTS

The California Products Company had its best year in 1924 because of the increase in cotton acreage around Fresno. In addition to the cotton ginned, the plant produced cotton seed oil, and meal for stock feed. Its modern plant is located near Sun-Maid City. At various times in the past few years the production of grape juices has reached the $100,000 mark, creating a payroll of $50,000.

The annual production of dairy products from two local plants is more than $2,000,000, giving employment to 150, and adding $240,000 to the industrial payroll. Sixty per cent of the Danish Creamery butter is sold in the state.

Payroll of the California-Fresno oil refinery has reached $25,000 a year, and the value of its products of gasoline, distillate and lubricating oils, sold in the city and valley, is placed at $300,000.

FINE PRINTING HOUSES

Other important industries are ten commercial printing plants, doing a million dollar business and giving employment to more than 300 persons on a half million dollar payroll; one paper engraving plant, three photo engraving plants, one map-making firm doing an annual business of $10,000; one rubber stamp factory, three stone-cutting plants, and two small concerns specializing in the manufacture and rebuilding of mattresses.

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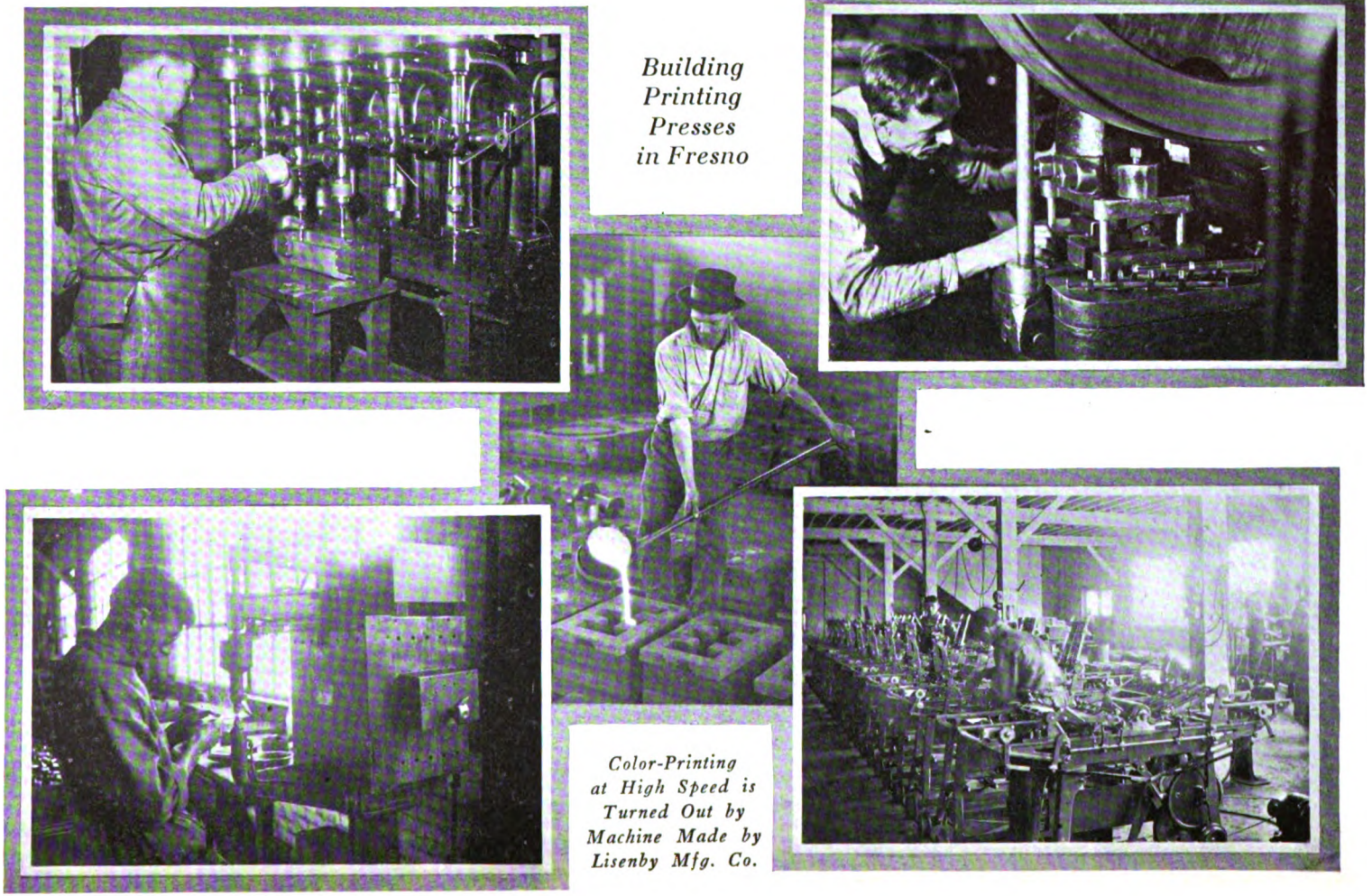

Building Printing Presses in Fresno

Color-Printing at High Speed is Turned Out by Machine Made by Lisenby Mfg. Co.

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Presses and Pumps

Wide Diversity of Manufactured Products Promises Sound Foundation for Future Industrial Development of Fresno.

DIVERSIFIED farming is helping to solve the growers' problem in the San Joaquin Valley. Diversified manufacturing is making rapid progress in Fresno, and aiding in a substantial way the general prosperity of the city. The potential development of manufacturing is considered very bright. The expansion of industries and wholesale houses during recent years is remarkable. This is due to a large extent to the supply near at hand of raw materials, terminal rates on two transcontinental railroads, paved highways, abundance of cheap power, motor truck lines, ideal climate, and increasing population, which insures an adequate supply of labor.

Approximately 140 manufacturing concerns have invested nearly $20,000,000 to demonstrate their faith in the future of Fresno as an industrial city. The market value of their products last year was about $80,000,000. To 6,000 employees they paid more than $10,000,000.

LISENBY PRESSES WORLD KNOWN

Notable among Fresno industries that have developed during the past ten years is the Lisenby Manufacturing Company, manufacturers of the Multicolor Printing Press. This little machine is said to be the fastest flat-bed printing press ever invented. It not only prints at great speed but will print two colors and an exact replica of typewriter, all at the same time. The multicolor press has found a place in the markets of the world, — really the only machine product fabricated exclusively in Fresno that has a world-wide market. These machines have been sold in fifteen foreign countries as well as throughout the United States.

The Lisenby plant covers several acres and is a model manufacturing plant, having a foundry, general machine plant, experimental and testing department and a large warehouse. Electricity enters into the manufacturing of this press in driving the many motors and in welding the parts. This plant does a business of one million dollars a year employing from 50 to 75 men the year around.

FRESNO SCRAPERS

Fresno scrapers have a nation-wide reputation. They brought fame to Fresno even before the name of the city was generally known through its fruit products. The Fresno scraper is a product of the Fresno Agricultural Works, the largest machinery manufacturing plant between Stockton and Los Angeles. The Fresno Agricultural Works is also one of the leading pump manufacturers of the State, having pioneered in this field. Upward of 2,000 wells in the San Joaquin Valley are being pumped by Fresno-made pumps, this in the face of keen competition with pumps produced in large manufacturing centers. A recent survey showed approximately 6,000 electrically-driven pumps were in operation in the San Joaquin Valley. That Fresno pumps represent one-third of this number speaks well for the home product. The future irrigation developments of the valley will demand large numbers of pumps in the next few

Printing presses from this plant are shipped to fifteen foreign countries.

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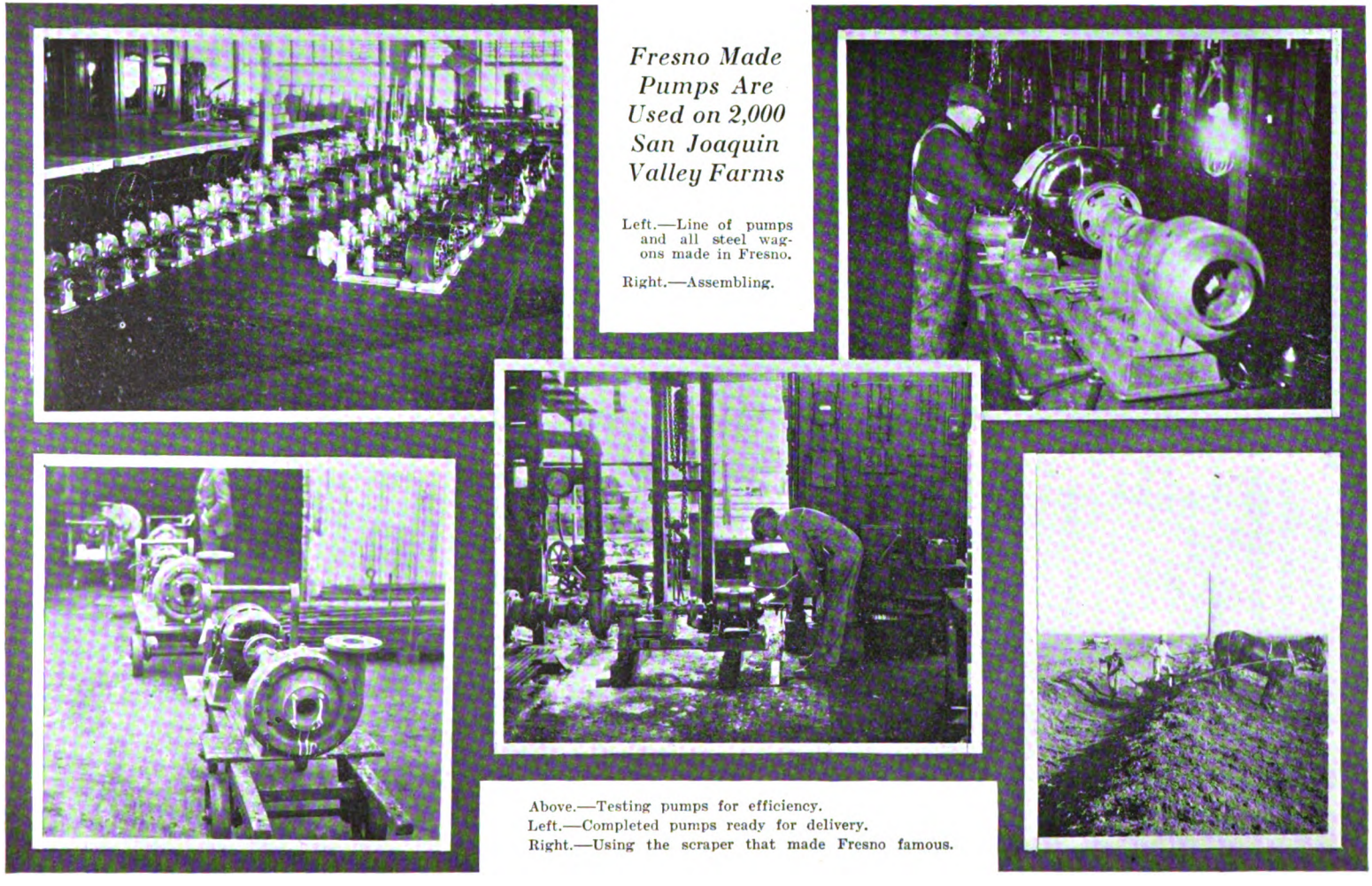

Fresno Made Pumps Are Used on 2,000 San Joaquin Valley Farms

Left.—Line of pumps and all steel wagons made in Fresno.

Right.—Assembling.

Above.—Testing pumps for efficiency.
Left.—Completed pumps ready for delivery.
Right.—Using the scraper that made Fresno famous.

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years, which means that Fresno will supply an increasing number of pumps made in several pump manufacturing plants here.

Special and standard farming machinery of many types are manufactured in Fresno, especially for farming conditions peculiar to the San Joaquin Valley.

Sulphuring machines, raisin stemmers, rotary harrows, horse-drawn grape hoes, cover crop discs having a deep cup to handle the heavy growth, vineyard wagons having a short turning radius, and special seeders, are among the many farming implements and machines manufactured in Fresno.

In the manufacture of machinery, the total investment of five leading concerns in the city is estimated at more than one-half million dollars. The value of their products is nearly $2,000,000 during an average business year, with a payroll of a quarter million dollars to more than 150 employees. The half dozen plants occupy a floor space of about 40,000 square feet.

Three million dollars is invested in the lumber industry, which has to a large degree participated in the rapid growth and general prosperity of the city and valley. During an active building season, the value of lumber products here is placed at $13,000,000, with a payroll annually of two and one-half million dollars to 1,200 employees. Electricity is used to operate the large mills, the total annual expenditure being in the neighborhood of $25,000. More than half the lumber manufactured here is shipped out of the state. The Sugar Pine Lumber Company, north of the city, near the San Joaquin River, is one of the largest in California. Its plant covers several score acres, with an artificial lake to receive the rough logs from the flat cars. The Minarets and Western Railroad is operated in connection with this plant. The manufacture of fruit boxes has naturally kept pace with the growth of the lumber industry. Box shook is being produced from a half dozen factories.

The new Sugar Pine Lumber Mill is one of the finest on the Pacific Coast. Logs are brought down on flat cars from the timber lands northeast of Fresno.

In the early days of farm development, every county of the Great Interior had thousands of acres planted to grain. Dry farming was the chief industry. Then gradually the waves of growing cereals were pushed back by the invading army of fruit trees and vines. Each year the acreage in wheat and barley has been reduced, but at the present time it is cotton that is absorbing some of the former grain land. Pioneer industries were flour mills in various towns of the Valley. Today some of these are land marks. In the old days water wheels turned the machinery, grinding wheat into flour. Now it is done by the modern slave of man—Electricity. In Fresno, the Sperry Milling Company has grown with the city. Today it represents an investment of $400,000, with a million dollar yearly production. Its annual payroll of $80,000 to more than half a hundred employees has for many years helped to increase the buying power of the city's wage earners. Using wheat grown in the San Joaquin Valley, it is selling one hundred per cent of its products in the markets of the same territory.

A MESSAGE to those who are helping make this business a success.

It is impossible to measure the good that may result from a single act of courtesy—

Or the harm that might follow a word or act that could be construed by a customer as disrespectful.

SAN JOAQUIN POWER

A. EMORY WISHON
GENERAL MANAGER

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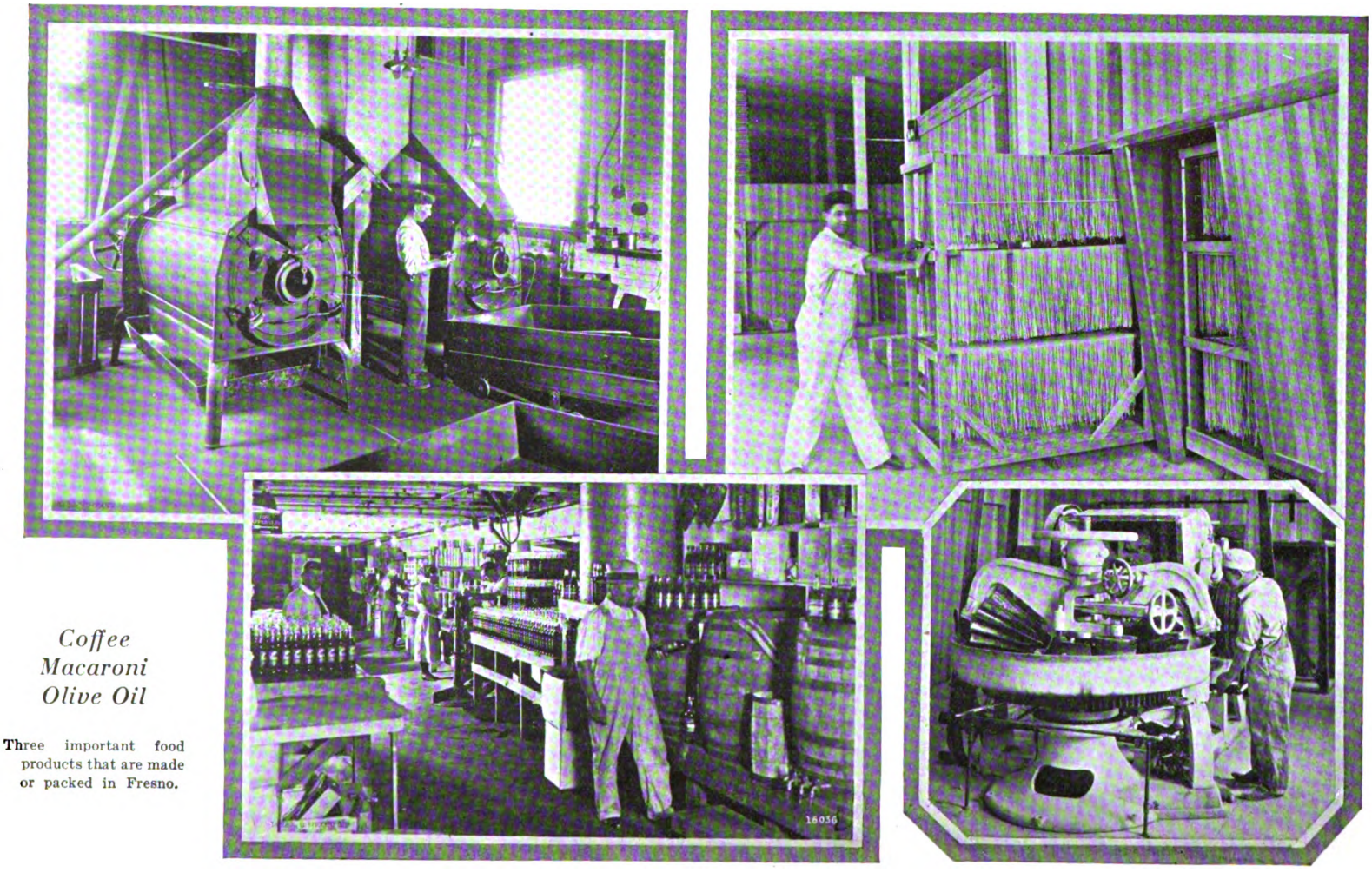

Coffee
Macaroni
Olive Oil

Three important food products that are made or packed in Fresno.

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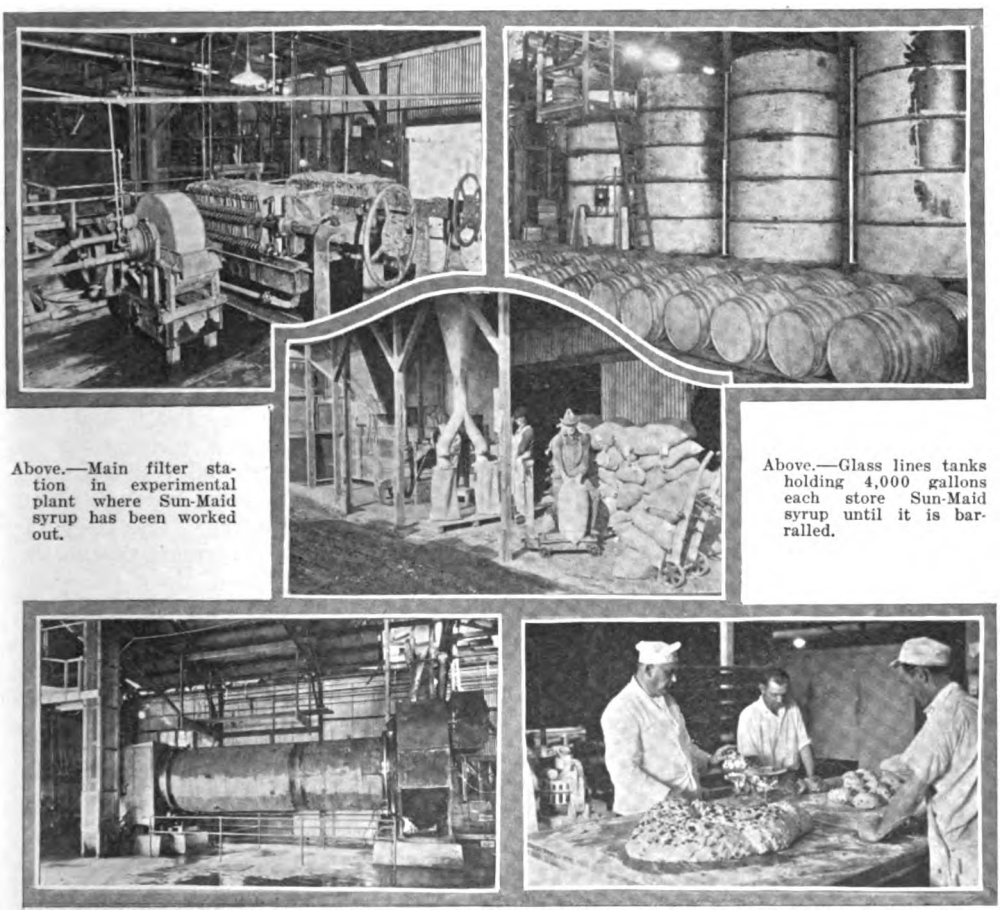
Food Products Lead

Fresno Has Won World-Wide Fame For High Quality Raisins and Dried Peaches.

IT is only natural that food products should be the leader of the manufacturing industries of Fresno because of the central location of the city in a rich agricultural section. The dried, canned and processed fruits of many varieties packed here had a market value last year estimated to have been close to $50,000,000. Nearly a dozen fruit plants here represent an investment of more than $5,000,000 and have an average annual payroll of $4,000,000. The total number of employees in this particular line of work during the busy seasons is estimated at about 3,000. These plants occupy a total floor space of two and one-half million square feet. For operation, 7,000 barrels of fuel oil were purchased and nearly $90,000 was expended for electricity to drive the machinery and for proper lighting of the plants.

In the marketing of dried, canned and processed fruits from Fresno, it is interesting to note that only two per cent of the products are sold in California, and ninety-eight per cent outside of the state.



Above.—Main filter station in experimental plant where Sun-Maid syrup has been worked out.

Above.—Glass lines tanks holding 4,000 gallons each store Sun-Maid syrup until it is barralled.

Center.—Raisin waste was shipped to the University of California farm for testing food values for stock.

Rotary dryer makes stock feed from raisin waste after sugar has been extracted for syrup.

Raisin syrup is another Sun-Maid product that is of value in making bread, cake and pastry.

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Fresno is the center of the world's largest raisin-producing region, the marketing and manufacturing center of the fertile San Joaquin Valley and the geographical center of the state. It is the home of the raisin-packing industry with all of its history and romance, and the home of the Sun-Maid Raisin Growers of California, the largest co-operative association in the world. The Fresno Sun-Maid plant is not only the largest, but the most modern, and the model of all growers' co-operative organizations.

SYRUP LATEST PRODUCT

The most recent development in Sun-Maid manufacturing is the perfection of a syrup of intense sweetness, yet without any flavor of raisin or grape. This product has been worked out in Sun-Maid laboratories after more than a year of experiment and after tests by bakers and other users of syrups is pronounced one of the most desirable in its class. Plans are under way for the immediate construction of a plant of sufficient capacity to convert all the low grade or surplus stocks of raisins into syrup in commercial quantities.

Regarding the new product, Sun-Maid Business, official publication of the Raisin Association says, "It is one of the sweetest substances known. It is tasteless, that is to say, its sweetness is neutral so that any flavoring may be added as desired for the production of specialized syrups and the sweetening of food products. The color is under control and the most desirable commercial results are obtainable."

A pulpy residue will go to make stock feeds while by-products will be salvaged for their commercial value in the manufacture of Sun-Maid Syrup.

Sun-Maid City, within the city limits of Fresno, is the site of this model plant, the pride of 16,500 growers who hold membership in the Association. The site covers twenty acres, housing huge concrete and steel plants, No. 4 and No. 25. These plants are equipped with electric conveyors, loading platforms and driveways. Both plants are under cover, except where the Southern Pacific and Santa Fe railway tracks enter and leave the yards. This construction arrangement virtually makes the two buildings one. At the peak of the packing season approximately 1,500 men and women are employed in the many operations of preparing and packing raisins for the markets of the world.

In supplying raisins for bakeries, the grocer's counter, or the corner drug store or cigar store, where millions of the little red five-cent packages of seedless raisins are sold, the plant has a daily capacity of 1,200,000 pounds.

ALL ELECTRICAL

More than ninety per cent of the plant is operated by electricity. There are more than 250 electric motors in the plant, the smallest one-twentieth horsepower, the largest forty horsepower. The general average is from five to seven and one-half horsepower. The power demand in the entire plant ranges from 800 to 1,800 horsepower, according to the season.

In recent years, Sun-Maid has made a tremendous success of special packs of raisins for use by bakers and housewives.

The main plant at Sun-Maid City was started in 1918 and completed in 1920. It represents a total investment, including the twenty acres, buildings and equipment, of two and one-quarter million dollars. The new syrup plant will substantially increase this investment. The site is a mile and one-half from the center of the downtown district.

PEACH AND FIG PLANT

Near Sun-Maid City is one of the largest plants of the California Peach and Fig Growers, representing a membership of 7,500 growers, scattered all over the state, but with a majority of the members living in the San Joaquin Valley. This co-operative association is at the present time in the process of reorganization along the same general lines of the Sun-Maid Raisin Growers. The Peach and Fig Association has its own lumber mill for box making on the Hetch-Hetchy railroad in the high Sierras northwest of Yosemite Valley. It manufactures its own box shook, and ships the product to all the peach and fig packing plants owned by the Association.

Speaking movies on a new principle, said to be not unlike the transmission of photographs over telegraph lines, are being produced in Germany. Light waves are converted into sound waves and amplified.

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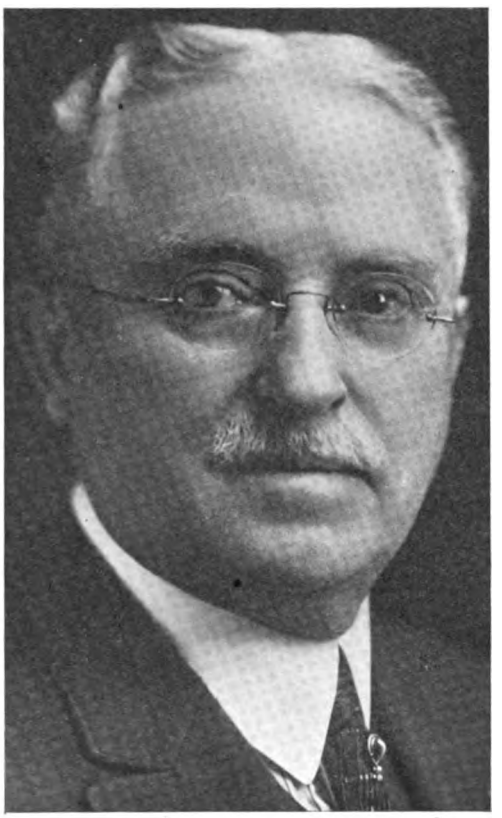
San Joaquin Power Welcomes New Chief

President H. P. Wilson, of Western Power Corporation Announces A. G. Wishon as President and A. Emory Wishon as Vice-President of San Joaquin Power.

EVERY chest in the San Joaquin organization is swelling with pride over the developments following the visit of inspection by H. P. Wilson, president of the Western Power Corporation of New York, the company which recently acquired control of the San Joaquin and its auxiliary corporations. For Mr. Wilson paid real tribute to the San Joaquin organization for its loyalty and efficiency, and said that not only was no change in either personnel or policy contemplated, but that it was his plan to make it even more pronouncedly a local company operated by local men.



A. G. WISHON
President San Joaquin Light & Power Corporation

ANNOUNCES PROMOTIONS

In line with this plan, he announced the day of his arrival in Fresno that A. G. Wishon would succeed William G. Kerckhoff as president of the corporation, and that A. Emory Wishon would not only continue as general manager, but would be honored with the additional distinction of a vice-presidency. And all over the organization there rose a glad, unanimous "Hurrah!" For what is of personal importance to the Wishons is of personal importance to everybody working under their leadership.

The promotion of Mr. A. G. Wishon to the presidency, which was officially done at the annual stockholders' meeting on February 15, is deserved recognition of his long, energetic and capable service to San Joaquin. His was the vision that created San Joaquin. He took it twenty-two years ago, when it was bankrupt, and he led it along to tremendous success, always with the unswerving loyalty and genuine love of his employees. That same loyalty and affection exists toward A. Emory Wishon, to whom several years ago was delegated the management of the company, with his father stepping into the position of vice-president and managing director.

There is regret of course that Mr. Kerckhoff steps down from a position he has held for years. But Mr. Kerckhoff has other interests demanding his time, he has given San Joaquin many years of service, and is glad to retire in Mr. Wishon's favor. Mr. A. C. Balch, who with Mr. Kerckhoff has retired from the control of the company, retains his place on the Board of Directors.

TO TOUR SYSTEM

Mr. Wilson, who is immediately to make a trip of inspection over the system, denied emphatically that there was any contemplated merger between San Joaquin

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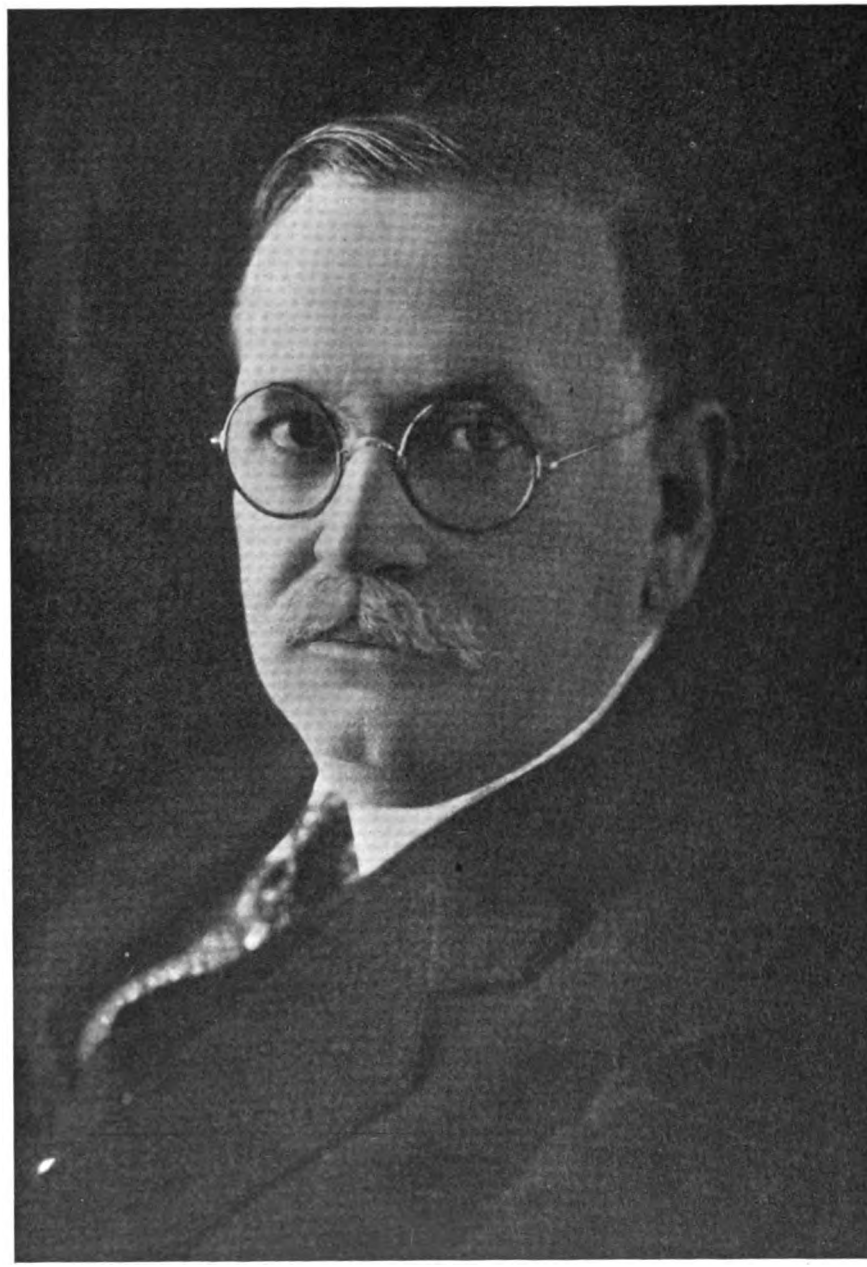

H. P. WILSON
President Western Power Corporation

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and Great Western, control of which is also held by Western Power of New York.

"These are separate corporations and are to be operated as such," he explained. "Perhaps it will be established that interconnected transmission lines will be of benefit to both, and if this is established the lines will be built. Our plan is to develop these companies until our service here will be second to none in the world. Our first duty is to the public; we are trustees for the public, managing a public business, and we must think of the public's best interest at all times and work unflaggingly for it.

"Upon the men who are placed in charge will depend the lines of development to be pursued. Until they have reached a decision and the engineering details have been worked out, we cannot say whether the first power plant development will be on Kings River or the Feather River. Ultimately it will probably be on both, and we shall be in a position to send power either north or south as occasion might require.

A. EMORY WISHON
Vice-President and General Manager San Joaquin Light & Power Corporation

BACKS PRESENT MANAGEMENT

"As far as Western Power of New York is concerned, we propose that San Joaquin shall continue to be a local company, operated by local men. It has been built into a successful organization on this policy, and it was its success that led us to purchase the control. We have no intention of making any change. In fact, our position will be that we stand ready to assist the management of the company in any way possible, but the Messrs. Wishon will speak always for the San Joaquin Light and Power Corporation."

Mr. Wilson is no stranger to California. On the contrary, he regards himself as a Californian, as he was a resident of San Francisco for many years, and while he transferred his operations to the Atlantic sea coast about twenty years ago, he has spent about half his time since in this state.

HAS FAITH IN CALIFORNIA

"I'm almost entitled to be called a Native Son," he said, after explaining that he was one of the pioneers in the Santa Maria oil field. "I've always had tremendous faith in California, and that faith is greater now than ever before. I believe I have been responsible for sending as much Eastern capital to California for investment as any other man in the country. I have watched the state constantly; it is a real empire in itself. We who have invested in the power companies here are building on the future; and as to the outcome I have no doubt whatever. Perhaps this may sound like an extravagant prediction, but I believe I shall live to see 10,000,000 people in this state, and the children of this age will live to see 25,000,000."

Mother—"Now, children, don't quarrel. What's the matter?"

Harold—"We're playin' shipwreck, an' Susie won't go in the bathroom an' drown herself."—*American Legion Weekly.*

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PRESENT SKYLINE OF FRESNO AND A FEW OF THE MORE THAN

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N 150 MANUFACTURING AND INDUSTRIAL PLANTS OF THE CITY.

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San Joaquin Power MONTHLY MAGAZINE

NOTICE TO STOCKHOLDERS—It is the desire of San Joaquin Power that stockholders should receive this magazine without charge. It is assumed that one copy of the magazine will be sufficient for each family. If more than one copy is coming to you or your family, will you kindly notify us so that we may cancel from our lists extra copies not needed.

All address communications, San Joaquin Power Magazine, Fresno, Calif.

AL C. JOY - - - *Editor and Manager*
SYDNEY W. GREEN - *Associate Editor*

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INDUSTRIAL FRESNO

We are all of us accustomed to thinking of Fresno's resources in terms of agricultural production. It is the "Raisin City," but we are prone to brag that it has something beside raisins; for instance, fresh grapes and other deciduous fruits, to say nothing of dried fruits, figs, cotton, dairy products, and so on.

But "Industrial Fresno" is something different, isn't it? San Joaquin Power installations tell the industrial story. We know where all the factories, little and big, are located, and we know that there are thousands of people dependent upon the turning of Fresno factory wheels. Many of these factories are, to be sure, connected directly with the agricultural industries; others are small institutions catering to the needs of the immediate community. It is an interesting story which is barely sketched in this issue. We shall have to come back to it later on and tell much that is here necessarily omitted.

But we confidently believe that Fresno is destined eventually to be an important city of factories. Electric power will make it so. Fabrication of our raw materials will develop inevitably with the increase of production of those materials. And the "Industrial Fresno" of ten years hence will be a far bigger, busier, noisier city of whirring machines than most of us conjure in our optimistic dreams.

OWNERSHIP BY THE PUBLIC

"There is a big difference," declared our new chief, H. P. Wilson, during his visit to Fresno, "between public ownership and ownership by the public. I believe firmly in ownership by the public. The utility is a public institution, and those who manage the utility are trustees for the public with a duty to it which is paramount. But public ownership implies political ownership, and politics and business will not mix. Ownership by the public is customer ownership, giving the public the privilege of participating in earnings, of sensing its possession, and of benefiting by the superior advantages of competent private management. Customer ownership means public ownership without politics."

* * *

Mr. Wilson said something.

Certainly, the conduct of purely political institutions does not encourage anyone to faith in turning over the operating of highly-technical business institutions to politicians. Of course, public ownership cranks and politicians of a certain type are inveighing loudly against the great increase in the number of customer stockholders in the electric light and power corporations. The crank is incurable and opposes anything that is not in line with his pet theory. The politician is deeply annoyed, because the publicly-owned utility creates fat political jobs and adds to his patronage. Therefore both rise simultaneously to proclaim that customer-ownership is just another angle of a plot to hamper the progress of public ownership, and the people should rise in righteous wrath and scotch this insidious reptile before it bites 'em.

As a matter of fact, the first idea is to raise money for expansion and extensions. But there is no reason why the people using a utility's service should not be partners in that utility and share in its profits. And certainly a utility's opportunities for giving better, more efficient service are greatly enhanced by the agreeable contacts which customer-ownership promotes.

* * *

The arguments for non-political ownership appeal to the average person of sound reasoning faculties. They do not make a dent in armor of unbelief with which the

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confirmed public ownership advocate surrounds himself. As a matter of fact, he is usually so one-sided that he is not willing that there shall even be a test to determine the superior efficiency of either system.

After all, what the public is entitled to is the best possible service at the cheapest possible rate. The politically-operated power company, even with the benefit of exemption from taxes, rarely is able to give rates as reasonable as those of the taxed private companies. They do not do their share in the support of government, thereby inflicting an additional burden upon the users of private utility service. And they are not regulated, are rarely run on business principles, keep books according to the most approved political methods only, and heaven alone knows anything about the inside workings of their affairs. Yet when a bill is presented in the California legislature to amend the constitution so that all utilities, publicly or privately owned, shall pay the same taxes, there is a wail to the four winds that here is another power company plot to keep the people out of their rights. Verily, Machiavelli was a novice in political guile.

Maybe our state administration is not necessary, but we have it and, such as it is, we must support it. All the people should pay the taxes for its support, not merely a part of them. But the loudest howlers know public ownership cannot compete on a basis of equality, and bitterly indeed do they resent the suggestion that the citizen of Los Angeles in paying his light bills should pay a share toward maintaining state government, as does the citizen of Fresno. No, indeed!

* * *

Publicly-owned and politically-managed utilities will never benefit the consumers of electricity. And the only way by which there can be public ownership without politics is through customer-ownership, which means private management and the efficiency which goes with it. That, as Mr. Wilson points out, marks the distinction between public ownership and ownership by the public.

The Statue of Liberty was first lighted by electricity in 1886, the torch being illuminated by nine arc lights arranged in two horizontal circles.

ONE REAL CONTEST

You know, folks, there's a heap of satisfaction in having been part of a success, no matter how small that part was? F'rinstance, there was that International Home Lighting Contest that recently ended, with a Portland, Oregon, girl, winning a $15,000 home. Well, we were a part of that, all over the San Joaquin and Midland systems. We didn't win any prizes, but we did demonstrate not only that many of the pupils of our public schools are able to write readable essays, but that they have seriously studied the subject of home lighting.

But the contest itself was a tremendous success, and that is satisfying to us. More than 45,000 essays and primers were submitted, and the judges, with a force of more than fifty assistants, devoted a solid month to their work. Represented in the contest were 4,784 towns and cities, having a combined population of 48,000,000. Five hundred communities made the campaign a part of the regular school curriculum, and schools in 3,000 communities co-operated.

One of the second prizes, a $1,200 university scholarship, came to California, being won by Gaudencio R. Pinaroc of Oakland, a 16-year-old Filipino, but three years in the country. This ambitious boy, working as a house-servant, now has the chance for a college education. The far-reaching geographical scope of the contest is shown in the fact that California, Oregon, Missouri, Ohio, Georgia and Canada produced one winner each, Indiana two and New York three.

Success? We'll say so. And the best of the success is that it brought into so many schools actual study of methods of getting rid of those enemies of eye-sight—"Gloom and Glare."

NEXT ISSUE OF MAGAZINE TO BE FOR STOCKHOLDERS

The next issue of San Joaquin Power magazine will be the Stockholders' Number. In it will be given the President's letter and annual report to the board of directors and stockholders of San Joaquin Power, together with miscellaneous illustrated articles descriptive of the territory and industries served and of the organization rendering that service.

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Around the Loop

Bits of News and Gossip From District Managers' Reports and District Reporters' Notes.

BAKERSFIELD

ALBERTA LEACH, *Reporter.*

AMONG OURSELVES

Dan Cupid, that world famed cherub of the bow and dart who chooses the human heart for his target, has scored another brace of hits in the Bakersfield District. At least, this is the conclusion reached from the evidence at hand. Bess Johnston was the first victim of little Dan as noted in the December issue of this magazine. Now comes Chloris Bender of the stores department, wearing one of those beautiful diamonds set in a platinum circle designed especially to be worn upon the "promise me" finger. Dame rumor has it that John D. Ryan of the auditing department is the man in the case and congratulations are being showered upon the happy pair.

Chloris Bender, whose engagement to John Ryan is announced.

The following clipping was taken from a recent issue of "The Bakersfield Californian:"

> "G. A. Stroble of Bakersfield was cited to appear before the Police Court within five days to answer a speeding charge, placed against him by Motor Officer Ben Hunter, who caught him while speeding through the streets at a late hour last night."

This same "G. A. Stroble" is none other than our little Georgia Ann, cashier in the consumers' department. We are at loss to understand how she was mistaken for a "him," unless she was traveling incognito! Just one look at that pitiful countenance was enough for the Judge and he weakened. Georgia says it's a nice feeling to be behind the bars of her little cashier cage and to know she doesn't have to spend the night there!

Harvey D. Nesbit, an employee of the company for a number of years and for the past two and one-half years superintendent of the Southern Division, has tendered his resignation, to take effect March 1. It is understood that he is going into the farming business in the northern part of the valley. Mr. Nesbit has, since his association with us, made friends with every employee in the district and throughout the entire community. We deeply regret that he is leaving and he and his family will be greatly missed from our midst.

The K. V. A. Hard Time Dance held at Beardsley Hall, Saturday evening, January 31, was a howling success. Everyone there said so! Those who did not attend wished they had since they have heard the reports! All had such a good time that they want it repeated at the earliest possible date. President A. Y. Meudell and his committees get all the credit.

In honor of Nena Hoagland, Helen Bumgardner recently opened her home to the members of the Girls Club of the San Joaquin Light & Power Corporation, which has been recently organized. As Nena has left the employ of the company, she was the recipient of a gift from the girls.

The many friends of Frank B. Tarpley will be glad to learn that he has greatly recovered from his recent illness.

There's a brand new Ford in town—guess whose? It is a coupe and has all the ear marks of a thoroughbred. Lee Sumner owns it and the funny thing about it is, the license number is: 1 2 3, and that's his girl's 'phone number, so naturally that closed the deal with him.

A. K. Carson has been a bachelor for some time and has been living up to it in every sense of the word, for when he wasn't giving a dinner party, he had a class in radio! It has been rumored but not confirmed that Mrs. A. K. is scheduled to arrive from a trip East most any time now, so Doc is on his good behavior.

Lloyd Morris of the retail store joined the silent majority on January 8. The girls are disgusted with the luck they have with the new boys we get. Mr. Morris was just getting acquainted when he threw all his chances away here and married Miss Bessie Wible of Bakersfield.

Mildred Benfield and Madeline App entertained the Girls Club on February 2 at the former's home in Oildale. The meeting date was put ahead on account of Miss Benfield's entrance in college at an early date. Cards and music were enjoyed until a late hour, when refreshments were served. Miss Benfield was

Madeline App and Mildred Benfield, who entertained the recently organized Girls' Club of the Bakersfield office.

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presented with a gift from the club. The girls proved to be charming hostesses. Chloris Bender and Ella Binger are the committee for March.

Ernest Newlin was down here last month. What his business was here, we don't know, but we do know that, he had to be thrown out of the consumers' department because he won't let the girls work when he is here. Of course, they all like him, and to tell the truth we all like him, but we don't like the way he comes down and talks to our girls. We suppose you will just excuse him by saying we are jealous, but we thought you should know!

New scenery and new faces are what we like! Raleigh Casad, the big district manager from Merced, was here last month! That's what we call new scenery, together with a new face. We don't mean that Raleigh had a new face, or that his present one is different from his old one, but we mean that it is new here. We like that fellow—like his smiles—like his ways, in fact, would like to have him come over often. Even the girls were interested. Several questions were asked about his matrimonial relations. He was at the Hard Time Dance too, you know, and that might be the reason why he made the hit!

Raleigh Casad's smile.

C. Depew, storekeeper in this district some fifteen years ago, was a visitor at the local office, renewing acquaintances.

BAKERSFIELD STEAM PLANT.

The small daughter of M. L. Crum, chief operator, is in the hospital with diphtheria. She is getting along as well as can be expected.

Since the hunting season has closed, the crack marksmen at the Bakersfield Steam Plant have little to do now in the way of sports. They all stand around and tell how they could have, but why they didn't, get more game. Most of the game that was killed, was killed during the noon hours at the Bakersfield Steam Plant.

MIDWAY STEAM PLANT

Midway is glad to have Roy Yates back again after his three months' illness in the hospital.

Mrs. A. C. Sawyer gave Mr. Sawyer a surprise birthday party recently, Five Hundred being the amusement until refreshments were served.

The masquerade, January 16, was a disappointment in a way,—very few attending. All who did attend had a good time.

Messrs. Gilstrap, Laurie, Hess and Brown have all been on the sick list, due to sore throats and colds, but all have regained their health and are out again.

KERN CANYON.

Kern Canyon is getting to be quite popular these days. Sunday, February 1, fourteen visitors were registered. We acknowledge that in summer when things are dried up, Kern Canyon is a hard looking place. In the spring, however, when the grass is green and dotted here and there with wild flowers and the surrounding hills covered with poppies, it is a picture to inspire any artist.

Among the visitors who registered at this plant, was Mr. Slonim of Moscow, who is gathering data to be used in the oil industry of Russia. He was accompanied by Mr. Housenback of the Westinghouse Electric Company.

We were very much pleased to have E. A. Quinn visit us during our shut down, and we expect to have him with us often. With Mr. Quinn was E. R. Banks, our new operating superintendent, and H. N. Trout.

Mrs. Sarah Porter, who conducts the dining room, spent her four days off in Taft, looking after property interests in that region. Mrs. Porter was relieved by Mrs. Topping of Bakersfield, who served the "Ham an'" to the satisfaction of all.

B. & K. TOKENS.

A. N. Comer, bus operator, has been transferred to the San Joaquin Light & Power Corporation garage force and John A. McAteer has been employed to fill the vacancy.

J. J. Steffen, bus operator, and J. A. Smith, car operator, were off duty several days during the month on account of sickness.

C. A. Moren, night foreman at the car barn, is a strong disciple of "Safety First"—and all the time. A dog which evidently had been poisoned roamed into the car barn, got into the pit, and after a few moments, began to froth at the mouth. C. A.'s safety training flashed into action and he quietly called the police to come down to kill the dog—and in the meantime, stood with one foot in the office door. Safety teachings put into practice are worth while.

R. L. Cole, veteran car operator, had the misfortune to mar an otherwise perfect accident record by injuring one of his fingers, the latter part of the month. However, the injury is not serious.

FRESNO DISTRICT OFFICE

GARRETT VAN BUREN, *Reporter.*

Elsie Geiger is moving. Elsie is the reporting staff of this column. Everyone knows that it's impossible to move and do anything else at the same time so Gene McLain is sitting at Elsie's desk, scratching her head and getting her hand full of splinters, trying to think up some news to report. Ordinarily, sickness is the old news standby, but nobody is sick. Gene has even read up on the symptoms of some of the most popular maladies so she can ask leading questions about peoples' health.

A stray symptom was reported by our aluminum-tongued orator, J. Gringoire Gleason. He is a stellar performer at the public speaking classes being conducted by the San Joaquin Power Club. After noting his efforts to make his rhetoric and his gestures coincide, it is feared he is suffering from a swinging

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type of lock jaw. When standing in an upright position in the line of vision of a group of self-appointed critics, he reports it impossible to force a two or more syllable word past the middle chamber of his gullox. This is the only serious illness reported.

The Sanger Chamber of Commerce held its annual banquet Friday night, January 30. P. B. Wilson, N. T. Eichelberger, C. H. Eaton, and Garrett Van Buren attended the same and were royally entertained. Every community has its boosters but we never saw a community which had so many people per capita who were in such wonderful accord in what they boosted for. The main object of their boosting is Sanger, but they have it down to such a fine art that they don't miss an opportunity to boost everybody else. No knocks, no slurs. They don't recognize a knocker—they bury him. If there is any similar body within hearing distance of these lines, that is having trouble and can't fix things, be referred to the Sanger Chamber of Commerce, attention, President Senior. He'll get Prof. C. R. Chaney to write some songs for you that'll put you in the proper frame of mine and the rest is easy.

Along with that wonderful meeting comes the news that the Sun-Maid Raisin Growers has begun construction of a raisin syrup factory. No wonder everybody is feeling good. There's one thing about this raisin syrup business though that has us puzzled. We have never yet seen a grape vine that was big enough to tap and hang a bucket on. No doubt this feature has been all thought out, however.

In last month's issue of this magazine were listed the winners of the Courteous Service Club Smiles Slogan Contest. One very serious omission was made in this report. Not only were four of the winners, including the first prize winner, employees of San Joaquin Power, but three of them were members of Fresno District and the other, C. W. Hughett, has an office on the same floor, which advantage he gracefully took. We do not desire to be misunderstood in making this report. Merely an irresistable impulse to tell the world.

Lytton Bristol of the consumers' department has been put into the field to assist in collections and general outside work for the consumers' department.

Our district manager, Paul B. Wilson, has been made chairman of the Raisin Festival Committee for the Lions Club. The duties in connection with this job are very simple. All he has to do from now until Raisin Day is work. Then for three months after Raisin Day he has only to explain things. That Mr. Day's little boy, Raisin, will be properly championed, we can be assured.

Chas. Burnett has been transferred from the mailing department to fill the job left vacant by Lytton Bristol's transfer.

CONSTRUCTION-SERVICE DEPARTMENT.

BEVERLEY OSBORNE, *Reporter.*

George Taaffe had an operation for appendicitis December 11, and came back to work the first of the year. Quick work, George. That's not all the boy is speedy about either. He was married January 17 and took the new Mrs. George to San Francisco for a short visit.

J. P. McElroy decided to enjoy poor health for a change so he stayed home for a week with a bothersome back. When he came back to the office he was shy several pounds and his healthy coat of tan was missing, so, maybe it wasn't all put on,—his being ill, we mean.

Jack Petty was laid up with a bad cold for four days. Yes, we were all worried about Jack but he rallied and came to work a wee bit shaky and pale around the gills, but now he's hale and hearty again.

Dan Quinlivan is building a picket fence around his place at 3527 Lyell and putting in a new lawn. Looks like Dan is looking forward to lawn parties, next summer, doesn't it?

GENERAL OFFICE

The Educational Division of the Fresno San Joaquin Power Club showed two motion picture films, "The Audion" and "The Electrical Transmission of Speech," in the power company auditorium on Tuesday evening, January 20. "The Audion" is a rather technical film dealing with radio, while the other picture showed in an interesting way how sound waves are converted into electrical energy and again into sound waves through the telephone. The films were secured through R. C. Denny of the operating department. An invitation was extended to the public.

Another activity of the Educational Division was the formation of a class in public speaking under the instruction of W. E. St. John of the Fresno State College. This class was formed on January 8 with a membership of 28.

Gladys Moffatt.

After a great deal of cajoling and pleading on our part, we have secured a photograph of Gladys Moffatt in her Peter Pan dress, which she won in a recent cross word puzzle contest. Gladys not only solves cross word puzzles but also makes them up, and this month she won a prize of five dollars in a Fresno Bee contest. This constant winning is getting to be a habit, Gladys, and we trust that you will include the prizes when making out your income tax report. We consider it regular income.

Mrs. Nynah Coleman left the employ of the company on February 6 to move to San Francisco where she will make her home.

Mrs. Nyra Letchworth has as her guest her mother, Mrs. N. H. Hickman of Rock Island, Illinois. Mrs. Hickman arrived in Fresno February 6 and plans to spend several months

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here. Whether this visit is the result of Nyra's activity in stock sales work during the baseball campaign or whether she worked so hard to bring the visit about, we don't know, but we do know that this is how the bonus money was spent.

Orene Hastings was given a surprise party on her birthday, January 31, by her mother, Mrs. C. B. Hastings. Orene walked home feeling somewhat abused that a general holiday was not declared. When she entered the house, which was decorated with valentines, she was greeted by a group of friends, a chicken dinner and a huge birthday cake. Those who helped dispose of the last two items were Mesdames Dorothy Couse, Flossie Hudson, Ethel Kelly, R. B. F. Chisholm and Miss Kate Lundy. A boudoir lamp was a birthday gift from the guests.

The Fresno Power club held its regular monthly dance on January 27. There was a good attendance. Eddie Hanson's orchestra furnished the music and refreshments were served, so the party was a success.

Parts have been assigned and rehearsals started for the annual club play, "Applesauce." Al C. Joy is director. The play is scheduled for sometime in March.

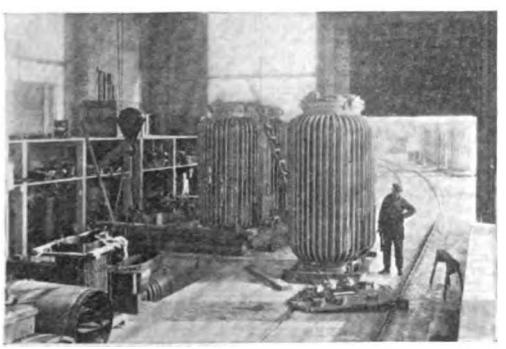
STORES DEPARTMENT

We were very pleased to have Mrs. Birdie Martin back with us again. The work being temporary, her stay was rather limited but we all enjoyed seeing her again.

L. E. Wilcox, district storekeeper from San Luis Obispo, was a recent visitor in Fresno. Everyone enjoyed his visit, especially the girls, —who regarded him from a distance, as he was rather bashful.

A. K. Dickinson, who has been district storekeeper of Selma, has been appointed assistant to H. Brandin, traveling auditor for the stores department. Good luck to you, "Dick."

George Perrin is quite busy testing and checking a recent shipment of eight 1500-kilowatt transformers, four of which are to be installed in Kearney substation and four in the Henrietta substation. These huge tanks stand eleven feet high and are of the air cooled type, the oil circulating through a series of pipes arranged in parallel rows and connecting with the tank at the top and bottom. These new transformers will more than double the present capacities of Kearney and Henrietta.



New giant transformers for Kearney and Henrietta substations going under tests and inspection at Industrial warehouse.

Oliver Coppin, otherwise known as "Red" the boy with the "Marcelled Roof" made a flying trip to Long Beach leaving Fresno at 6 o'clock Saturday night, the 31st day of January, and returning the following Monday morning at 7:30. Red reports that aside from three or four breakdowns they had a short but "swell" time down South.

Sam Larsen was transferred to the Crane Valley District and is now located at Cozy Cove.

Elmer Gates was busy for more than a week with carpenters and painters fixing up his new home recently purchased at 41 Calaveras Avenue. He moved in the 4th of February.

A two-day session of the Purchasing and Stores Committee of the Pacific Coast Electrical Association was held February 10 and 11 in the committee room of the San Joaquin Power building. An inspection of the industrial yards of San Joaquin Power was made Wednesday afternoon. Thirteen representatives from various power companies of the state were present. D. P. Mason, manager of the supplies division, was quite busy looking after entertainment and other interests of the committee.

D. P. Mason made a trip to San Francisco and Los Angeles during January on business for the Supplies Division.

TRANSPORTATION DEPARTMENT

Two new 1925 Maxwell cars have been purchased for use by the transportation department.

W. E. Whittington of Coalinga and O. A. Kommers of Taft were recent visitors at the garage.

A complete official headlight testing station is now installed at the garage and is in a position to adjust the lights on all company cars.

We noticed recently an effort by some of the company drivers to clean up their cars and take better care of them. This is appreciated. Let's have more of it.

"Jimmie" Wainscoat has just returned from an inspection of transportation equipment in the districts and reports that conditions were very good.

Thos. Hancock of Los Banos and E. G. Stahl of San Joaquin were recent visitors at the garage. These visits give us real pleasure as it enables us to better care for the cars. May we have them more often.

Harold Maddox, assistant to A. Cuzen at the paint shop, recently suffered from a bad case of lead poisoning, but is now back at work.

CRANE VALLEY

GEO. J. GLEASON, *Reporter.*

Oscar Stout and Eugene Martin got the bear fever and decided to go out and get one. They spent three days in the vicinity of Chilkoot Lake looking for 'em, but a few old tracks were all they could find.

Power House No. 1 has been shut down for

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the greater part of the month and the crew has been busy painting and cleaning up.

Wm. Beem has got the radio bug at last. He came back from Fresno a few days ago with a new "Super Het" set.

Mrs. Fred Scott and her two sons were guests of Miss Jane Visher the latter part of the month. The Crane Valley District Power Club gave a party the evening of the 24th, honoring Mrs. Scott.

Mortimer Peckinpah, proprietor of the Pine Ridge Tavern, was a Power House No. 1 visitor January 29.

The Crane Valley District was deeply grieved by the death of Hervey Mitchell, on January 30. Mitchell was widely acquainted in the district, having worked here for some time, and was liked and admired by all who knew him. Our sincerest sympathies are extended to the bereaved parents.

MERCED

AGNES P. KNAPP, *Reporter.*

Under the supervision of W. H. Gilstrap of Fresno, work of remodeling the Merced Gas plant is under way. A complete new unit, consisting of a generator, washers, scrubbers and lamp black pits, is being added to the present plant. The new generator will have a capacity of 20,000 cubic feet per hour. A meter repair shop and office for the gas foreman are also to be built. The amount of gas consumed in Merced has increased year by year until the present plant has become inadequate to supply the city's needs. The new unit will make for better service and provide for future expansion.

Howard H. Young, district manager, and George Finney, superintendent of the gas department of the Selma District, were in Merced during January to study the plans to the new gas plant under construction here.

Al C. Joy, manager of the publicity department, was the speaker at the Merced Lions Club meeting on February 3. Mr. Joy gave a very interesting talk on the Sun-Maid Raisin Growers Association.

Election of officers was the feature of the January business meeting of the Merced San Joaquin Power Club. The following were elected: C. C. Gaiser, president; Morgan Herron, vice-president; Mabel Keyes, secretary; L. O. Cameron, treasurer.

On Saturday evening, January 24, the Power Club gave their first party of the year. The affair was held in the banquet room of Hotel El Capitan, and was well attended, a number of guests from outside districts being present. The party was voted a great success.

M. Hothersall, meter repair man, left Merced on January 1 to join his son, who is employed by the power company in Bakersfield.

A number of changes have been made in the district set-up. Mabel Sumner has been transferred to the construction office. H. Griffin has succeeded Mr. Hothersall as meter repair man. B. M. Lane has been appointed patrolman and substation operator at Incline, while his place on the hot wire crew is being filled by A. B. Smith. James Clifford is also working on the hot wire crew. F. B. Burnham is our new assistant storekeeper.

Charles Slagle, superintendent of the Merced Falls Power House, took a vacation over the holidays.

Frank Suters and Loris Auld audited the Merced District books this month.

Other Fresno visitors during the month were E. A. Quinn, E. R. Banks, A. S. Walthall, L. J. Moore and H. Brandin.

CORCORAN

Traveling Auditor John D. Ryan has been spending some time with us making his usual microscopic inspection. However, as much as we like to have Mr. Ryan around, for some reason we can not induce him to spend the week-end with us. He seems to much prefer the city of oil derricks.

Edwin Foster, our efficient meter reader, made a flying trip to Los Angeles during the month.

J. B. Connerly, formerly employed by the company at Selma, has been transferred to this district to take charge of the hot tap wagon.

George Titensor had the misfortune of falling from a pole during the early part of the month and breaking his heel. He was rushed to Fresno for medical aid and at present is doing very nicely on crutches. He frequently pays us a visit at the office.

Larry Jones of our Lemoore office, spent a few days in San Francisco under the doctor's care.

During the month we had a number of Fresno visitors among whom were J. B. Carter, M. E. Newlin, Allan Mackechnie, E. R. Banks and M. R. Lohse.

MADERA

GRACE PHILLIPS, *Reporter.*

At a recent election of the Madera Lodge of the Knights of Pythias, Power Company employees proved themselves to be real live wires by carrying away honors for the four highest offices; G. V. Footman was elected Master of Works; F. J. Hosler, Chancellor Commander; R. E. Shupe, Vice Chancellor and F. E. Rodman, Prelate. There's no doubt but that the Knights of Pythias has become a most powerful organization.

On February 5, Dolly Dike, Gerald Thede and W. B. Wilson were the dinner guests of Mr. and Mrs. Earl McCrory of Chowchilla. A fine radio program was enjoyed during the evening.

H. G. Trethewey and R. E. Shupe were on the sick list this month, both being absent from work for several days.

We are sorry to report that Baseball News this month is not so good. The Power Company team was defeated by the Standard Oil Company team in the first two games of the series.

R. E. Shupe is the proud possessor of a new Essex Coach.

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Not long ago Jerry Thede and Bill Wilson of the stores department went to Chowchilla to take an inventory of stock. They had been working in the office for some time calling off meter numbers and designating them as single or polyphase as the case happened to be when Miss Dike looked up from her work to inquire, "By the way, who is this 'Polly' you boys are talking so much about?"

On January 12 Ross Crawford caused some excitement in the main office by discovering a fire. He and Bob DeChaine first smelled cloth burning and while looking about for a fire Ross glanced down and discovered it to be his own coat pocket that was in flames. He became really interested then and did not wait to call out the fire department to put out the blaze. Upon being questioned as to how it could have happened, etc., Mr. Crawford was forced to admit that when he came in he had put his pipe in his pocket and he guessed maybe there was still some fire in it.

W. J. Graham has been transferred to this district as assistant district foreman. He comes here from Selma where he was employed in the consumers' department.

SAN JOAQUIN

VELMA PRICE, *Reporter.*

The power club of the San Joaquin District gave a very interesting dancing party Friday evening, January 16, in the San Joaquin Grammar School that brought out an attendance of 110. The program opened with dancing which continued until 10:00 o'clock when a short entertainment was given consisting of a motion picture burlesque entitled "Wild Nell, the Queen of the Plains, or Her Great Sacrifice" which was very creditably put on by local talent. Those in the cast were Fred Holland, J. B. Turner, E. C. Johnson, A. Reed, Rita Slingsby, Maxine Link and Mrs. R. Forbes. P. H. Slingsby was announcer. A zoboe quintette and songs and dances by Ernest Gibbs and Charles Thode completed the intermission features. Coffee, sandwiches and cake were served at midnight. This party was the first of the season and was so successful that the club committee is now planning others to follow.

Marshall Johnson recently returned from San Francisco where he spent the last few days of his vacation. Santa Claus was evidently a little late in getting to San Francisco but his supply held out all right for Marshall came back with a Hamilton watch and chain to match. So many people are asking him for the time that Marshall has been forced to put the chain away for wear on state occasions and uses a shoe string in its place.

Leslie Slingsby, who is attending an electrical school in Oakland, paid us a visit on Saturday, January 24.

The San Joaquin Golfers played picked players from the Selma and Dinuba districts at Biola on January 11. San Joaquin was victor with a score of 8 to 2. Anderson from San Joaquin and Case from Selma, the stars, will have to play before the honors can really be justly awarded.

L. F. Gibson, lineman, was agreeably surprised recently by the arrival of his father and mother from New Mexico. Mr. and Mrs. Gibson will probably spend a few months here.

E. G. Stahl attended a meeting of the Pacific Coast Electrical Association in San Francisco during January.

The power club has decided to have a baseball team. Practice is held nearly every day and a great deal of interest is being taken. Whether or not we should have a basketball team is also a much discussed question.

E. G. Stahl has recently installed a radio set in his residence. "Listening-in" is one of the most popular indoor sports in San Joaquin now.

LOS BANOS

S. W. Green, Roy Garman, E. R. Banks, A. S. Walthall and Dr. C. E. Mordoff from Fresno visited us during the month.

Otis Burdick, meter tester, was over this month and made a few special tests for us.

Mr. and Mrs. L. E. Flinn, Mrs. Thos. Hancock, Mr. and Mrs. Hugh Staley, E. J. Prien and Miss Ruth Brown attended the dancing party given by the Merced Power Club at the Hotel El Capitan, Merced, on Saturday evening, January 24. Everyone expressed themselves as having spent a very enjoyable evening.

Mr. and Mrs. A. N. Bentley visited friends at San Joaquin over a recent week-end.

Frank Suters and Loris Auld, traveling auditors, were with us a few days this month auditing our books. Loris' past visits to this district were for the purpose of hunting ducks, geese or other water fowl, but this time he was hunting that untamed and ferocious demon called *error.*

DINUBA

BLANCHE WEDDLE, *Reporter.*

District Manager Hazen G. Redfern usually gets what he goes after, whether it is more power business, prizes in poultry exhibits, or office jobs. This month he annexed the presidency of the local Lions Club, and already he has become quite expert in swinging the gavel.

O. F. Wilson, operator at Stone Corral, and Wilfred La Fond, operator at the Reedley sub, paid us a short visit during their vacations this month. While Wilson apparently had no ulterior motive, we secretly suspect that La Fond came by just to show us his new Ford sedan, in which he spent most of his vacation.

Harold Brandin, inventory clerk, was with us for ten days during January taking stock, and, while here, he installed a new card system for keeping records of the storeroom supplies. Glad to have you with us, Brandie.

Wilbur A. Macy, formerly in this office, but now chief clerk of the Coalinga district, paid us a short visit on February 2.

Ione Schofield and Blanche Weddle were absent from work for several days because of severe colds.

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Delpha Henriksen, who resigned from the company to move to Fresno, was guest of honor at a farewell party given at the home of Blanche Weddle on January 15. The evening was spent in cards and at a late hour refreshments were served. Those who were present to extend their best wishes to Mrs. Henriksen were Mesdames Ione Schofield, Eva Haines, Della Hicks, Florence Southworth, Rose Warren, Alice Redfern, Blanche Rasmussen, Golda Steinbrink, Blanche Weddle, and Misses Velma Powers, Wilma Striffler and Stella Thayer.

George Asbury of Fresno has taken the position vacated by Mrs. Henriksen. We are glad to welcome George to the force and are trying to convince him that Dinuba is just as good a town as Fresno.

During January the following visited the district: S. B. Patterson, Buford Babbs, F. V. Boller, A. M. Frost, E. R. Banks, H. H. Courtright, all of Fresno, and Howard H. Young of Selma.

Eva G. Haynes and Blanche Weddle have joined the gymnasium class at the High School and are developing muscles that "are as iron bands."

TULE RIVER

CLAIRE MCGEORGE, *Reporter.*

Repair work on the bridge across Tule River near the Power House will soon be completed. However, there still remains much work to be done on the grading of the road between the Fork and Camp Wishon, causing the road to be closed except on week-ends when the crew is off duty.

A new resident arrived at Tule River on January 23, when the stork left a bouncing baby boy at the home of Mr. and Mrs. J. R. White.

Ross Lathrop has added a new Ford roadster to his present stock of trinkets. He will break it (in) on his vacation which he will take shortly.

Mrs. Anna Jorden and Mrs. Charles White of Fresno were visitors at the home of Mr. and Mrs. J. R. White during the month.

SAN JOAQUIN SUB

EDITOR SAN JOAQUIN POWER MAGAZINE:

Dear Sir: What's the matter with our substation operators? We hear all about the members of all other departments but not a word from the operators. I know we are an awful bunch of hibernators, but we pop out occasionally even if we don't stay long. Whenever you see a person start out like a streak, drive in circles, then back and forth like a lost dog, finally returning to where he started from, broke and out of gas, and you hear him say, "Oh, what's the use?" that's a substation operator.

But we are not such a bad bunch of guys at that. Anyway, we're always on the inside looking out, we know what's going on, and we know when to put in a good word for our company. We realize that we are a small but important unit in a big public service corporation.

Let us enter the New Year with the thought found in the message from the general manager found on page 19 of our November magazine. Let us repeat that message each day as we go about our work until it becomes a part of us.

Come on in operators, let's hear from all of you.

C. H. ABBOTT,
San Joaquin Sub.

TAFT

A. L. ANDERSON, *Reporter.*

Billy Ames is back again having decided after all that Taft is a pretty good place to work. Welcome back!

A couple of the boys recently have been showing up for work rather blinkey-eyed. Upon investigating we find that staying up late at night to listen to radio concerts is the cause. Both Eddy Ingersoll and Paul King are radio fans. Eddy tells us that he can hear New York and everything.

J. Wainscoat of the transportation department and O. M. Simpson of the stores department were visitors here on their way to the coast.

C. W. Hughett of the credit department was here conferring on matters of collections. Some one got away with his hat at the hotel but he was fortunate in recovering same. You will have to watch your belongings while in Taft, Clarence.

E. A. Quinn, general superintendent, and E. R. Banks, superintendent of the Northern Division, were here on an inspection tour. S. B. Patterson, general storekeeper, was also a visitor in this district.

W. R. Moore, one of the elected few grunts, aspires to be a chorus boy, we are told. He is quite a frequent visitor to the Taft Gaities.

Claude King has been placed in the storeroom as assistant to Chief Store Clerk C. Bickerdike.

G. D. Ingersoll, assisted by L. J. Fuller, has been busily engaged in checking up on the connected load in the oilfields. Any one looking for plenty of exercise should follow this gang in their hiking expedition around the fields.

Fred Fiske is now laid up with a smashed finger. The accident occurred while Fred was handling poles. He is getting along fine and will be back on the job in the next few days.

Dewey Carpenter is taking charge of one of the meter service crews while Gale Ingersoll is busy checking up on connected loads. The two service crews are kept very busy on account of the large volume of business being handled.

J. E. Barnes and several others have moved into bachelor quarters. These boys are accomplished musicians and anyone wishing to be entertained might drop around.

Bert Walford was a recent visitor here in connection with inspection work.

G. B. Parks, meter tester, was a recent visitor here.

We are sorry to say that Louise M. Cornish has left the employ of the company. Harriet

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Kean has been employed to fill the vacancy. We are glad to have you in the San Joaquin family, Harriet.

Alta Finn has been confined to her bed for over a week from an attack of tonsilitis. She is able to be up now and will soon be back to work.

Elmer Pauley, truck driver in Denny's gang, was married to Miss Helen La Berg of Taft on January 24. We did not see any candy or cigars passed around yet, but it is not too late. We all join in wishing them much success and happiness.

This district will soon be supplied with a complete set of Hot Tap Tools. This will facilitate keeping up maintenance work on lines that would be impossible to shut down, and thereby be a big factor in keeping up continuous San Joaquin service.

O. A. Kommers, district manager, was a recent visitor at the Fresno office.

It is too bad that duck season is over. We won't hear any more duck stories for some time. The Three Phase Gun Club is no more, duck season having closed January 15.

F. V. Boller, assistant manager of commercial department, was a recent visitor. J. B. Carter and H. N. Carroll of sales department were also visitors.

George Kraus of the Bakersfield Garage was here giving our cars and flivvers the once over. They need plenty of attention, George, so service is what we crave.

It is rumored that the district foreman will soon get a new company car. More power, Eddy.

MCKITTRICK SUBSTATION.

The tieing-in of the 110 KVA line from the Buttonwillow Steam Plant with the west 60 KVA line at the McKittrick substation has done much to regulate voltage in the Taft district and has resulted in a great improvement in all operating conditions. From this station starts the 60 KVA line to Santa Maria. While operating at 60 KVA at the present time, the McKittrick-Santa Maria line was built to transmit 110 KVA, and it can be cut over to this voltage when conditions warrant such a movement.

This substation is of the latest outdoor type and has a transformer capacity of three 5,000 KVA. The station is one of the most attractive on the system and much credit is due Operator H. C. Richards, who sees to it that the yard is kept clean and neat. The Richards home, a cozy bungalow, is in a picturesque setting.

TAFT DISTRICT

O. A. KOMMERS, *District Manager.*

Max J. Miltz is building a new foundry and machine shop on section 24-32-23. This is directly across from the main camp of the General Petroleum Corporation at Taft. We have installed lines and transformer structure for a 50 horsepower installation, which later will be increased to more than 100 horsepower. Just as soon as business justifies it, a large Electro-Melt furnace will be installed in the foundry.

Maron Boiler Works, which does an extensive foundry business, has installed a 200-ampere Nigg Electric Welding Machine. This will facilitate handling the large amount of new business.

The General Petroleum Corporation has made application for two transformer structures to be installed on section 35-12-24. Eight oil well pumping motors are to be installed. There has been considerable activity in new development work on this section, which is just about a mile north of Maricopa, the Ruby Oil Company, Standard Oil Company and the General Petroleum Corporation being the principal companies doing work here.

We have just completed putting up new structure and larger transformers for the Lovell Gasoline Company on section 30-31-24. This was increased from the original installation of 23 horsepower to 35 horsepower.

Frank Howards' gang is now engaged in building 900 feet of line and new transformer structure for the North American Oil Consolidated on section 4-12-23. Power will be furnished for one 15/30 horsepower oil well pumping motor.

During the last sixty days 203 new lighting meters and 17 power meters have been installed in this district. Business in the Midway District is steadily on the increase and this year's new business will probably exceed that of last year.

Home of operator and outdoor construction of McKittrick substation.

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LOS BANOS DISTRICT

THOS. HANCOCK, *District Manager.*

The year 1924, which was a trying one in many ways, is now past and everyone is looking forward to a 1925 of promise. The recent rains have done much to increase this feeling of optimism. A large acreage in this district has been planted to grain, which is showing signs of producing a bumper crop. Feed is plentiful, much to the satisfaction of the cattlemen.

Power business is also picking up and we are looking forward to making extensions all over the district to take care of new business. During January we received a large number of applications for lights, ranges, and water heaters. In the city of Gustine the following were served: A. Anderson, 7-kilowatt range, 5-kilowatt water heater, and 8 kilowatts in air heaters; W. A. Bradley, 4-kilowatt range and 3-kilowatt water heater; Jack Banchio was served with a one-kilowatt heater for the coffee urn at his hotel. In the suburban territory around Gustine we served L. H. Cox with a 6-kilowatt range and made extensions to serve H. L. Jepson with an 8-kilowatt range, 2-horsepower motor, and lights; L. P. Taglio, 8-kilowatt range, 5-kilowatt water heater, 5-horsepower in motors, and lights. Nine new resident lighting consumers were also served during January.

J. F. Clyne, superintendent of Miller and Lux, Inc., recently completed a deal with A. M. Slemp for the planting of 6,000 acres of cotton on the Laguna and Santa Rita ranches of Miller and Lux about nine miles east of Los Banos. Mr. Slemp is an experienced cotton grower having been in the business for the past eighteen years, with headquarters at Calexico and Mexicali. He believes this part of the valley is particularly adapted to cotton and estimates that the land near Los Banos can produce two bales to the acre. The entire acreage to be planted will be the Acala variety. The Los Banos district comprises some of the finest land in the state and is noted as the home of extensive dairying business. A large acreage has been put out to walnuts in the northern part of the district, while a sizeable acreage will be planted this year to cantaloupes at Dos Palos. The district has a wonderful future ahead of it.

DINUBA DISTRICT

HAZEN G. REDFERN, *District Manager.*

During the month of January we connected twenty-six agricultural motors, totalling 233 horsepower, twenty-one new lighting consumers and fifty kilowatts in cooking and heating load.

Growers of citrus fruits in this section have completed the harvest of the Navel crop and the prices received have been very gratifying, the growers netting over $2.00 per box this season as compared with about $1.00 per box of last year. The picking of Valencia oranges will start this month, and, due to the heavy frost damage in other parts of the state, local growers anticipate a good price.

Recent rains have been very beneficial to the unusually large grain crops which have been planted in this district. One or two more rains will assure a good yield to the grain farmers.

SELMA DISTRICT

HOWARD H. YOUNG, *District Manager.*

The month of January certainly opened in a hopeful manner for the Selma District, particularly from the standpoint of new business signed. It was the biggest January in the history of the Selma District, taken from every angle. During the month 312 horsepower of agricultural motor load was definitely closed, which represents thirty-five new power consumers, a very substantial average for this time of the year. In addition to this load we served 70 horsepower of industrial motor load to the new Robert's Ice Plant located at Selma, while B. M. Jenkins of Caruthers was served with 5 horsepower at his motor winding shop.

The electric cooking and heating load signed and served during the month amounted to 21.4 kilowatts. L. P. Rimmer of Traver took service for an electric range and water heater, while Walter G. Hobler, located two miles west of Selma, was served with a 5.4-kilowatt range. The Swedish Mission church, a rural church located near Kingsburg, was served with a 3-kilowatt electric hot plate.

Among the new agricultural consumers signed during the month is C. F. Nowlin of Los Angeles, who owns 160 acres of land southwest of Selma. He signed for a 20-horsepower motor to irrigate 40 acres of cotton and 40 acres of alfalfa to be set out at once. If his venture is successful, he intends to put in another motor next year to irrigate the balance of the land. Ray Martin, peach grower of Kingsburg, accepted service for a 15-horsepower motor to irrigate his 40 acres of peaches. Douglas Sides of Selma signed to be served with a 15-horsepower motor on the Sides Estate of 80 acres of vineyard near Selma, together with a 5-horsepower motor on ten acres of Emperors located at the city limits of Selma. M. W. O'Brien, who owns 40 acres of vineyard about two miles west of Selma, was served with a 10-horsepower motor for irrigation purposes. Other consumers served were Emery Ratcliffe, A. A. Koch, H. Thorwaldsen, Noah A. Hoots, Thomas D. Davis of Raisin City, Mrs. Annie Bylund, Erick Almgren of Selma and Rex Porter of Parlier.

Selma is to be favored with two ice plants, both of which are now under construction. D. C. Roberts of San Diego has purchased lots on the state highway near the south edge of town and is constructing an ice plant of twenty-five-ton capacity. Our power line has been extended to serve him and he expects to begin operations this spring. The Central California Ice Company, who have maintained a distributing station here for several years, announced that they would construct a forty-ton plant using the Hansen warehouse on the north edge of town as a building for their machinery.

Many plants are in operation on winter irrigation, which is becoming very popular and remunerative to the rancher.

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MADERA DISTRICT

J. E. BARRETT, *District Manager.*

Everything in this district points to an improvement in business conditions for the coming year. The rainfall has been sufficient to start the grain well on the way toward a good crop. A few more dabs of moisture and the grain farmer will be smiling with nature. There are many grain farmers who have been waiting for a good year in which to realize enough to develop some of their land and put it under pump irrigation. It would appear that many will realize their dreams this year.

Interest in cotton planting has been stimulated in this district by the recent announcement of Stanley Pratt of the San Joaquin Cottonseed Oil Company that a gin and cottonseed oil mill will be built at Chowchilla. Mr. Pratt announces that the plant will bring a payroll of $4,000 to $5,000 per month in addition to greatly benefiting the farmers in the Chowchilla section.

In addition to cotton as a diversity crop, there are approximately 1,000 acres going in to vegetable crops. The river bottom land on the north side of the San Joaquin River is especially desirable for this purpose and several large tracts are being prepared for vegetables in this section. Lettuce, potatoes, cauliflower, cabbage and various root vegetables will be planted.

Applications for service in this district are unusually heavy totaling 325½ horsepower for agricultural purposes and 5 horsepower for industrial uses. In addition, 35 kilowatts in heating, cooking and lighting was signed up during the month. During the month there was connected 386 horsepower in industrial power, 165 horsepower in agricultural power, 30 kilowatts in heating, cooking and lighting, and 31 new lighting consumers.

CORCORAN DISTRICT

FRED C. CARROLL, *District Manager.*

Business is picking up in the Corcoran District. During the month of January, we signed up fourteen consumers for 212½ horsepower and seven stove consumers with 44.8 kilowatts and seventeen lighting consumers.

The following business was connected during the month: J. F. Mills, 7½ horsepower; J. W. Harvey, 7½ horsepower; M. Serafine, 7½ horsepower; Los Posos Land Company, 50 horsepower; Western Mutual Finance Company, 5 horsepower; H. E. Grabow, 7½ horsepower; Jacobs & Klemyer, four 7½-horsepower motors; C. E. Keithley, increase from 7½ to 10 horsepower; and M. J. Bettencourt, 1½ horsepower.

In addition to these, we have put into service three or four plants that have been idle for a number of years.

The indications are that the cotton acreage in this district for the 1925 season will be even greater than was anticipated.

The Lemoore High School is nearing completion and is to be equipped with 70 kilowatts in cooking and heating for the domestic science department and between 30 and 40 horsepower in motors for the operation of the heating and cooling system and manual training shops.

J. W. Guiberson Co. has recently let contracts for two and one-half miles of cement pipe line to tie the wells on their different properties together in order that they may more efficiently handle their irrigation problem.

The I. Jourdan Company is installing a concrete pipe plant on the sugar factory site which will be operated by a fifty-horsepower motor. They expect to be manufacturing pipe by February 6.

HERVEY MITCHELL MEETS WITH FATAL ACCIDENT

While working on a switchboard in the O Street substation at Fresno, Hervey F. Mitchell, foreman of the electrical installation, came in contact with a high voltage switch causing an arc that shocked and fatally burned him.

Hervey F. Mitchell.

Mitchell was one of the most promising young men of the company. He was an electrician of unusual ability, having installed some of the most intricate and involved wiring jobs on the San Joaquin Power system. He had charge of the electrical installation at Kern Canyon Power House, and installed the electrical equipment for the second unit of Midway Steam Plant. A recent piece of work that won high praise for his skill and knowledge was the electrical installation in a new substation for the Fresno City Traction Company, which automatically picks up the load in case of heavy demands on the railway or in the event other sources of power should fail. He was working over some panels supplying power to the Fresno City Water Company at the time of the fatal accident.

Hervey F. Mitchell was born at Pasadena 28 years ago. He began work with San Joaquin Power while a boy of 15 at Corcoran as meter reader and trouble shooter during vacation periods. He took a course in electrictiy at Throop Polytechnic School at Pasadena and enlisted at Los Angeles in the seventh provisional company, ordinance corps, as an electrician. He served at Camp Hancock, Georgia, and was honorably discharged January 18, 1919, and returned to the San Joaquin Valley. He was soon back at work with San Joaquin Power, going to the Kerckhoff job as an electrician.

His father, L. P. Mitchell, is publisher of the Corcoran Journal, and his mother is president of the San Joaquin Valley Federation of Women's Clubs. He was a member of the Masonic Lodge, the Elks, and the American Legion.

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New Electric Sterilizer for Dairies

San Joaquin Man Develops Steam Pressure Machine That Has Many Advantages.

THE sterilizing of milk cans is one of the latest operations in dairying that have been solved by electricity. This problem was tackled two years ago by Fred B. Fair of San Joaquin who brought out a small sterilizer that had many advantages over previous methods of sterilizing milk cans yet was lacking in one essential feature demanded by some dairyman,—that of live steam under pressure for cleaning and sterilizing parts of milking machinery.

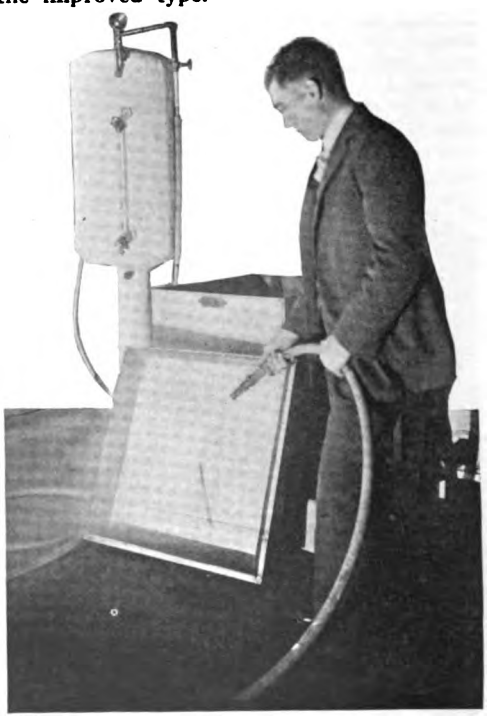
Mr. Fair has developed a new sterilizer that provides ample hot water as well as steam under pressure for all dairying requirements. The sterilizer consists of a 30-gallon boiler placed over a heating chamber containing a 5-kilowatt element. A sheet metal sterilizing chamber, large enough to hold four 10-gallon cans, is placed adjacent to the boiler.

Cold water is run into the tank to levels shown on a water guage, no injector being used to force water into the boiler The dairyman starts his cleaning operations by filling the tank and turning an electric switch. The heater soon raises the temperature of the water to the desired heat. Washing operations usually lower the water level to approximately 7½ gallons, when live steam may be generated at any desired pressure up to 75 pounds. A safety valve is set to pop at 75 pounds. An automatic water level gauge and a pressure gauge to cut out the current are additional safety devices designed to make the sterilizer practically "fool proof." When cans and parts of separators or milking machines have been washed, they are sterilized by live steam in the sterilizing tank conveniently placed near the boiler.

This new sterilizer is being made in two sizes,—a 5-kilowatt, 30-gallon tank size, and a 10-kilowatt, 50-gallon tank size. These two sizes, it is believed, will meet the requirements of practically 98 per cent of the average dairies.

The advantages of the electric dairy sterilizer over oil or wood heated sterilizers are cleanliness and convenience. There are no fumes, soot, or ashes to contaminate the milk such as result from the use of oil, or wood burning plants. The electric sterilizing plant is compact, occupying a floor space of 3 by 5 feet, and can be set up anywhere in the milk house. The original cost of the electric machine is about the same as for an oil burner, while the operating cost is very little more. A recent survey showed a cost of 12 cents per day for power in six dairies using 5-kilowatt electric sterilizers of the early type. The steam pressure type has not been in operation a sufficient length of time to determine costs for power.

A demonstration of the Fair sterilizers was made February 6 to a group of San Joaquin Power salesmen, who were very favorably impressed with the possibilities of the new machine. The State Dairy Inspection Division has approved the early models of the Fair electrical sterilizers and will no doubt have much to commend in the improved type.



Complete electric boiler supplying live steam under pressure for cleaning and sterilizing dairy machinery.

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MAN KILLED BY DREDGER BOOM TOUCHING HOT WIRE

J. W. Payton, helper on a gasoline drag shovel used in excavating a canal on the Merced Irrigation District, four miles north of Atwater, was killed February 1, as the result of the boom on the dredger being swung into contact with a 10,000-volt line paralleling the canal at that point. The operator of the shovel jumped from his seat on the machine as he saw the spark when the boom touched the power line. Payton, who was on the opposite side of the machine oiling the caterpiller tread, had no warning of the danger and was shocked by the contact.

No advance notice of operation of the dredger was given to the Merecd district office of the power company by the dredging contractor. The power line was energized and in operation at the time of the accident and remained in operation after the accident, the boom causing no damage to the wires which were stretched approximately thirty feet in the air. The Merced district office received notice of the accident at ten o'clock, two hours after it occurred. The switches on the line were disconnected immediately and work on the canal resumed by the dredging crew.

The company is always ready to co-operate with contractors and others in rendering safe any operations near energized power lines. A request will bring a representative who will see to it that no chances are taken with hot lines.

The boom on this dredger came in contact with the nearby power line resulting in the death of one of the operators.

Buford Babbs instructing in Schaefer Prone Pressure method of Resuscitation.

BUFORD BABBS MADE INSTRUCTOR IN SAFETY

Buford Babbs has been appointed Safety Inspector and Instructor in Safety Practices for San Joaquin Power and Midland Counties systems.

First-aid crews will be organized in the various districts and first-aid practices and resuscitation from electric shock will be explained by Babbs, who has recently taken a course in this work in the University of California. Dr. Chas. E. Mordoff will aid Babbs in an advisory capacity.

Accident Prevention Committees have recently been formed at Corcoran, Wasco, and Fresno General Office.

The General Office committee, composed of R. A. West, chairman, C. A. Tarr, and Phil Ramer, Jr., has held two meetings, one of which was attended by J. M. Buswell, chairman of the Central Accident Prevention Committee, who outlined the work and gave suggestions on safety rules and recommendations to be incorporated in the committee's report. It was planned to change one man of the personnel of the committee each month to give various departments an opportunity for membership and instruction in safety measures.

The Wasco committee was formed by V. L. Mickelberry, Charles Lightner, W. F. Tyler and Duke Gillespie of Bakersfield on January 26, when a meeting of Wasco employees was called and recommendations outlined.

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HOME LIGHTING CONTEST FOR EMPLOYEES ONLY

A Home Lighting Contest for San Joaquin Power and Midland Counties employees only is announced by General Manager A. Emory Wishon. This contest offers seven local prizes amounting to $65, and entitles the winners to compete in a national contest in which $1,000 in prizes is offered by the National Electric Light Association.

Here is an opportunity for all company employees to participate in prize awards and gain a wider knowledge of home lighting that will make them more efficient members of the electrical industry. San Joaquin Power should make a distinct showing in the contest. We have the spirit and the ability to produce winners. The contest calls for the study of a subject that is not only interesting but has a real value in preserving eyesight. Every member of the company should take part. No one is barred. Go to work at once, secure your lighting primer with the determination to be one of the prize winners.

The local prizes are as follows:

First prize	$25.00
Second prize	15.00
Third prize	10.00
Fourth prize	5.00
Fifth prize	5.00
Sixth prize	5.00
Seventh prize	2.00

In the national contest conducted by the National Electric Light Association three prizes will be offered.

First prize	$500.00
Second prize	300.00
Third prize	200.00

WHAT TO DO TO WIN A PRIZE

1. Study the lessons in the primer.
2. Light the rooms pictured in the primer with cut-out pictures.
3. Investigate and report on the present equipment in your own home and the homes of two neighbors.
4. List in brief form the changes needed to bring the lighting of these homes up-to-date.

No essay is required in this contest.

The names of the winners in the local contest will be printed in the March number of the magazine and the winners in the national campaign will be announced at the N. E. L. A. Convention to be held in June at San Francisco.

For further particulars, get in touch with the Sales Department at Fresno.

IN case of a misunderstanding with a patron, we should always respect his opinion but ascertain his point of view—

for a slight difference in viewpoint may easily be mistaken for a genuine grievance.

A message to those who are helping to make this business a success.
A. EMORY WISHON,
General Manager

SAN JOAQUIN POWER MAGAZINE

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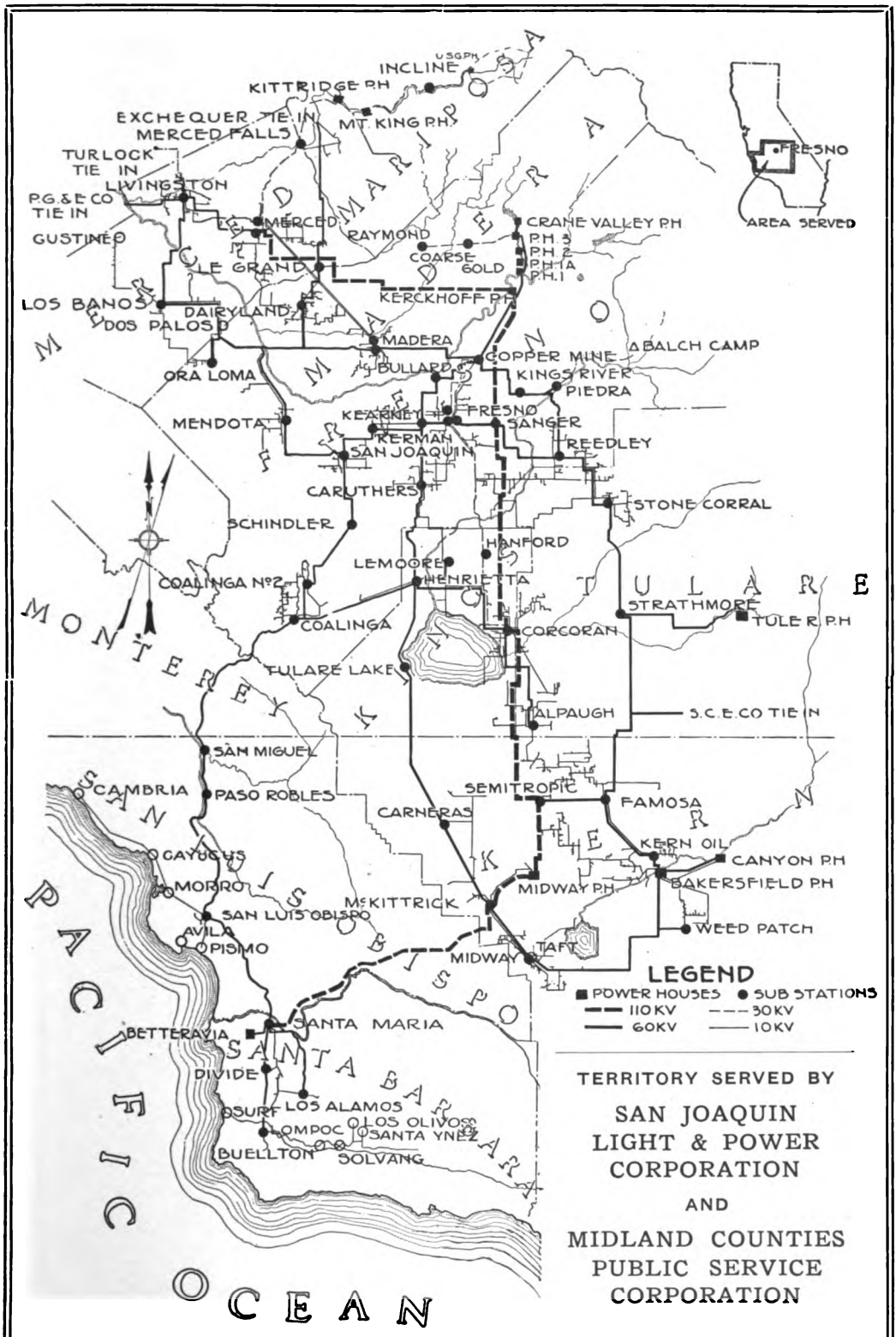

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San Joaquin Power
Seven Per Cent
Prior Preferred Stock

Now $100 Per Share

May be purchased at $101 per share on payments of $6.00 down and $5.00 per month, at any District Office of the Company.

San Joaquin Light & Power Corporation

A. EMORY WISHON, *General Manager*

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